

DOCTORAL THESIS

Virtuous Speaking and Knowledge Sharing in Group Dialogue A Framework for Analysis

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Appendices

Virtuous Speaking and Knowledge Sharing in Group Dialogue: A Framework for Analysis

By

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requirements for the degree of PhD*

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Table of Contents Volume 2

Appendix 1.1 Primary Bakhtinian Concepts	4
Utterances	4
Superaddressee	4
Single voiced words	5
Double voiced words	6
Hidden polemic	8
Loopholes	8
Microdialogues	8
Word with a sideways glance.....	9
Sore spots	9
Penetrative word.....	9
Hidden Dialogue.....	10
Polyphony.....	10
Heteroglossia and dialogized heteroglossia.....	11
Speech genres	12
The Rogue, the Fool, The Clown	14
Appendix 1.2 Static and Dynamic Analysis for all Speech	
Episodes	16
Static Analysis of Swiss Cottage Avenue	16
Monological Speech.....	17
Dialogical Speech	32
Mixed Monological/Dialogical Speech	39
Dynamic Analysis	45
Static Analysis of Thames Estuary Airport	53
Monological Speech.....	53
Dialogical Speech	59
Mixed Monological/Dialogical Speech	64
Dynamic Analysis	76
Static Analysis of Oxford Street.....	86
Monological speech	86
Dialogical Speech	99

Mixed Monological/Dialogical Speech	105
Dynamic Analysis	108
Static Analysis of Public Accounts Committee	117
Strong Monological Speech (-7,-6, -5)	117
Medium Monological (-3, -4)	132
Strong Dialogical Speech (+5).....	141
Medium Dialogical Speech (+3, +4).....	155
Dynamic Analysis	168
Appendix 1.3: Knowledge Exchange Analysis	169
Swiss Cottage Avenue Knowledge Exchange.....	169
Language Analysis within the Knowledge Exchanges	174
Thames Estuary Airport Knowledge Exchange	176
Language Analysis within the Knowledge Exchanges	180
Oxford Street Knowledge Exchange	182
Language Analysis within the Knowledge Exchanges	192
Public Accounts Committee Knowledge Exchange.....	195
Language Analysis within the Knowledge Exchanges	202
Appendix 1.4: Intellectual Virtue Frequency Tables.....	204
Table A7.1 Virtue Results: Swiss Cottage Avenue.....	205
Table A7.2 Virtue Results: Thames Estuary Airport	206
Table A7.3 Virtue Results: Oxford Street	207
Table A7.4 Virtue Results: PAC KE1 (Rise in Share Price).....	208
Table A7.5 Virtue Results: PAC KE2 (Indicative Demand).....	209
Table A7.6 Virtue Results: PAC KE3 (Preferred Investors Share Allocation).....	210
Table A7.7 Virtue Results: PAC KE4 (Conflict of Interest).....	211
Table A7.8 Virtue Statistics: PAC KE5 (Role of the FCA)	212
Appendix 1.5: Samples of Intellectual Virtue Analysis	213

Appendix 1.1 Primary Bakhtinian Concepts

Utterances

Utterances do not equate to sentences, but rather to the meanings which are being communicated. While the sentence, in a traditional analysis of language, may be framed as the key analytical unit, the utterance, in dialogical terms, is analysed in terms of what it is communicating. (Morson and Emerson, 1990). Sentences may be repeatable, but utterances are not repeatable, as they are embedded within a particular spatial, temporal, political and relational context which may change from moment to moment. At the same time, speech occurs in the context of the already spoken about, both on a one to one level and on the level of shared language(s). Above all, utterances form part of a dialogue with others, and also an internal dialogue with the 'self'. Baxter (2011) comments that Bakhtin's post 1924 work often uses the term voice, instead of utterance, where voice refers to a specific point of view or ideologically informed perspective of the world (Bakhtin, 1981, pp. 291-292).

Superaddressee

Exploring utterances allows an analysis of the ebb and flow of speech, and of discursive outcomes amongst different speakers within particular speech passages. At the same time, Bakhtin (1986) comments that 'an essential (constitutive) marker of the utterance is its quality of being directed to someone, its addressivity (p. 95).

Such an addressee may be present, as a dialogic partner, or may also be a distant presence, in the form of a superaddressee, 'whose absolutely just

responsive understanding is presumed, either in some metaphysical distance or distant historical time' (Bakhtin, 1986, p. 126).

He comments that 'each dialogue takes place against the background of the responsive understanding of an invisible third party who stands above all the participants in the dialogue' (Bakhtin, 1986, p. 126). The superaddressee has been personified in 'in various ages and with various understandings of the world, this superaddressee and his ideally true responsive understanding assume various ideological expression (God, absolute trust, the court of dispassionate human conscience, the people, the court of history, science and so forth) (Bakhtin, 1986, p. 126).

Single voiced words

Single voiced speech plays a significant role in Bakhtin's work and comprises two main categories. The first is direct, unmediated discourse, where the speaker draws on particular speech genres or superaddressees to frame their communication in ways which appear impersonal and authoritative. The second kind of single voiced words consist of objectified discourse, in which the words of others are appropriated in ways which typify or stereotype those voices, the other is voiced as an object (Bakhtin, 1984).

Bakhtin's original schema (1984, p.199) has been summarised by Morson and Emerson (1990, p. 147) as follows:

Single Voiced Words	'Words of the first type': Direct, unmediated discourse
	'Words of the second type': Objectified discourse of a represented person

These single voiced words are located more on the monologic than on the dialogic, along the continuum of communication. Single voiced discourse seeks to silence alternative discursive possibilities to its own.

Double voiced words

In relation to double voiced speech Bakhtin proposes that the use of speech may actively display the presence of an ongoing interaction with an outer and an inner dialogue, in categories associated with so called passive and active double voiced speech. Passive double voiced words do not engage fully with the 'other', but in a stylised or parodic recreation of the other voice. Active double voiced words reflect a much more active, lived engagement with the actual perspectives displayed within other voices. Reported speech was an early precursor of the concept of double voicedness developed in the context of the use of different language (Russian, French, etc.), which enabled a speaker to 'capture and represent' another's speech within his/her own. It has been associated with Voloshinov's work (1973).

Extracts from Bakhtin's original schema (1984, p. 199) are as follows:

Double-Voiced Words ('words of the third type')	Passive doubled-voiced words <ol style="list-style-type: none"> 1. Unidirectional passive double voiced words (such as stylisation) 2. Varidirectional passive double voiced words (such as parody)
	Active double-voiced words (reflected discourse of another) e.g hidden dialogue, words with a sideward glance, loopholes, hidden polemic

Unidirectional passive double voiced words may use stylised forms of speaking, in which the speaker remains absolute control over the ways in which the 'other's' discourse is presented. It is not a 'jointly' produced utterance. Within varidirectional passive double voiced discourse, the use of parody, for example, involves recreating the actual stylistic features and/or content of the other perspective. In this case, the speaker's words come into more active contact with the other, although it is still controlled in terms of the manner in which this is done. Active double voiced words are placed more on the dialogic than the monologic continuum of communication.

Active double voiced words were a focus in Bakhtin's work and he considered them the most desirable form of language usage. He proposes a

number of types of speech which were double voiced, which are now discussed in more detail.

Hidden polemic

This occurs when an individual anticipates resistance to their words and incorporates an advance response within their own speech to ward off the anticipated response, but incorporates a hostile or defensive tone in so doing, ‘a polemical blow is struck at the other’s discourse on the same theme, at the other’s statement about the same object’...‘the other’s words are treated antagonistically, and this antagonism, no less than the topic being discussed, is what determines the author’s discourse’ (1984, p. 195).

Loopholes

Loopholes are evident when the speaker qualifies their speech by suggesting that a stated position may not be their final position, and is open to modification at some point in the future. Bakhtin comments that ‘a loophole is the retention for oneself of the possibility for altering the ultimate, final meaning of one’s words. If a word retains such a loophole this must inevitably be reflected in its structure. This potential other meaning, that is, the loophole left open, accompanies the word like a shadow. Judged by its meaning alone, the word with a loophole should be an ultimate word and does present as such, but in fact it is only the penultimate word and places after itself only a conditional, not a final period’. (1986, p.233)

Microdialogues

Bakhtin refers to microdialogues as our capacity to ‘recreate’ the voices of other participants in our own minds, as part of an inner conversation with

ourselves (sometimes while engaged in parallel conversation with others). Bakhtin, in referring to the character Raskolnikov's inner dialogue within Dostoevsky's novel *Crime and Punishment* (1993) remarks that it is a perfect model of the microdialogue in that 'all words in it are double voiced, and in each of them a conflict of voices take place...dialogue has penetrated inside every word, provoking in it a battle and the interruption of one voice by other. This is a microdialogue'. (1986, pp. 74-75).

Word with a sideways glance

This occurs when the speaker voices their perspective, but incorporates within their speech a response to the 'possible' opinion of the 'other'. Bakhtin suggests that this may be recognised through a 'certain halting quality to speech, and its interruption by reservations' (Bakhtin, 1984, p. 205)

Sore spots

Sullivan (2012) provides a clear definition as follows: 'Sore spots refers to sensitive parts of consciousness where consciousness does not wish to look, but is yet aware of as a possibility.' (Sullivan, 2012, p.59).

Penetrative word

When words are used by a speaker which then, sometimes unwittingly, reveal the presence of unsaid anxieties in others, anxieties which are then brought to the surface. Bakhtin comments that it is 'a word capable of actively and confidently interfering in the interior dialogue of the other person, helping that person to find his own voice' (1986, p. 242).

Hidden Dialogue

Bakhtin suggests that hidden dialogicality is quite different to hidden polemic, in that within hidden dialogue, ‘the second speaker is present invisibly, his words are not there, but deep traces left by these words have a determining influence on all the present and visible words of the first speaker’ (1984, p. 197).

‘We sense that this is a conversation, although one person is speaking, and it is a conversation of the most intense kind, for each present, uttered word responds and reacts with its every fiber to the invisible speaker, points to something outside itself, beyond its own limits, to the unspoken words of another person’ (1984, p. 197).

Polyphony

Polyphony is central to Bakhtin’s notion of single-voicedness and double voicedness. In relation to the novel, Bakhtin’s chosen mode of illustration, the author operates within a single voiced context when the ‘others’(i.e. the characters within the novel) are saturated with the author’s intention, and do not possess their own independent voice. In addition, the speaker/author may themselves be subject to a master narrative, when subject to the conventions of a particular communication genre.

Bakhtin thus used the word polyphony to describe the ways in which some authors may write characters within the novel. A polyphonically driven author allows her character autonomy and an authentic voice that is not simply subject to the narrative control of the author. In this context, the author is double voiced, in that this ‘other’ entity has an independent

intonation. On the other hand, authors who are not polyphonically driven, control the voices of their characters in ways which feed into master narrative, engaging in a creative process which is implicitly objectifying of the 'other'. In referring to Dostoevsky's compositional approach, Bakhtin comments that 'the unification of highly heterogeneous and incompatible material – with the plurality of consciousness-centers not reduced to a single ideological common denominator.... [is] the artistic key to Dostoevsky's novels: polyphony' (1984, p. 17).

Applying this concept to spoken interactions implies an engagement with a range of other voices on their own terms, as opposed to failing to recognise an 'other', and attempting to impose a particular pre-determined pre-judged reading of, and on, the 'other'.

Heteroglossia and dialogized heteroglossia

Bakhtin was interested in the 'multivoiced' nature of all language and points to the way in which manifold social languages (including the different languages of countries, social groups, social classes, professional groups and communication genres) embody 'specific points of view on the world, forms of conceptualisation in the world in words, specific world views, each characterized by its own objects, meanings and values.' (Bakhtin,

1981, pp.291-92). He distinguishes between dialogised heteroglossia, in which the individual is aware of these different modes of speaking and is capable of taking different positions and mixing speech across these various forms of language use and their implicit situated understandings. The individual in this context may take a critical position outside of any

particular discourse and is not imbued with a discourse, or entrapped within it. This contrasts with non dialogised heteroglossia, in which the individual understands how to utilise the correct forms of speaking for different situations but may be unwilling or unable to play or mix their use of genres in more questioning, creative, or radical ways (Morson and Emerson, 1990, p. 193).

Speech genres

Bakhtin suggests that utterances take place under the auspices of a range of so called speech genres. Speech genres impose an order and form on everyday speech (Morris, 1994) and are restricted in three ways by: (1) Limitations of the utterance's theme, (2) The speech plan of the speaker, and (3) The necessity of bringing the utterance to a recognisable close (Holquist, 1990, pp 64-65).

In relation to point (1) certain kinds of utterances are delimited by conventions operating within particular modes of communication. Bakhtin gives the example of military order, but speech genres, in this context, can extend to a whole range of different 'discourses' which allow or disallow the expression of particular ways of speaking, or the kinds of topics which are allowed to be spoken about. Thus, some speech genres effectively 'write' the subject, whilst other speech genres allow the subject greater freedom to inform the conventions of speech within the genre, and even to mix speech across different genres. Thus speech genres which may be strongly ideologically informed will offer the subject much less freedom to

play or modify meanings and words. More open forms offer greater latitude to modify understandings and interpretations.

In relation to point (2) above, the speech plan of the speaker refers to the speaker's ability to draw on particular speech genres in which to locate their dialogue. The utterances then become moulded by the speech genres in which the communicative act is located. This can serve to enhance understanding with others utilising the same speech genre, or to block those who are unfamiliar with the genre in action, or who attempt to introduce topics which are not considered part of the oeuvre of that particular speech genre.

Lastly, in relation to point (3) the generic form of finalization relates to the ways in which utterances may be brought to a close within the conventions operating within particular speech genres, as recognised by the participants. Overall, genre can be regarded as the overarching speech umbrella under which communicative acts are placed.

Thus, as Dentith (1995) suggests, genre partly determine the ways in which people speak in different circumstances. At the same time, Bakthin (1986, p.60) points to the heterogeneity of genres, suggesting that:

‘...the wealth and diversity of speech genres are boundless because the various possibilities of human activity are inexhaustible...Special emphasis should be placed on the extreme heterogeneity of speech genres (oral and written). In fact, the category of speech genres should include short rejoinders of daily dialogue, everyday narration, writing (in all its various forms), the

brief standard military command, the elaborate and detailed order, the fairly variegated repertoire of business documents (for the most part standard), and the diverse world of commentary (in the broad sense of the word: social, political)’.

The Rogue, the Fool, The Clown

In focusing on the role of playfulness in communication, Bakhtin (1981) points to ways in which discourses may be challenged through speech practices. He suggests three personas which the speaker may adopt, in so doing, namely the rogue, the fool and the clown. A use of language which is at odds with common ‘accepted’ usage, allows for a subverting of dominant discourses, and ‘thus the rogue’s gay deception parodies high languages, the clown’s malicious distortion of them, his turning them inside out and finally the fool’s naïve incomprehension of them – these three dialogic categories that had organised heteroglossia in the novel at the dawn of time of its history emerge in modern times with extraordinary surface clarity...’ (Bakhtin, 1981, p. 405).

As Baxter (2011) suggests, the rogue parodies a competing discourse through mocking the person or groups associated with it while the fool involves a stance of ‘deliberate stupidity’ (Bakhtin, 1981, p. 403) towards a given discourse. This necessitates explanation of the accepted understandings. Lastly, the clown merges the role of the fool and the clown but aims to direct laughter at the targeted discourse or representatives of that discourse. This playful form of communication combines parody and

misunderstanding in order to create laughter which undermines the authority of the discourse or the persons representing that discourse.

Appendix 1.2 Static and Dynamic Analysis for all Speech Episodes

Appendix 1.2 provides further illustrations of the static and dynamic analysis for the four speech episodes examined within the thesis.

Static Analysis of Swiss Cottage Avenue

The following sections discuss the classification of utterances within the speech episodes, demonstrating how language is working to achieve various outcomes in the samples selected. The purpose of this discussion is to illustrate how specific utterances have been classified, and to explain the way in which the classifications have been applied and the resulting scores. The utterances displayed here demonstrate a variety of different speech devices, and thus offer insights into the range of speech practices employed by speakers. The discussion first examines the speech which has been classified as monological. This is followed by the dialogical classifications and finally the mixed classifications.

Monological Speech

The first exchanges are shown in Figure A5.1 revolved around an initial question posed by speaker LA- AB to the Mayor (LA-BJ). These various utterances within this segment achieve high scores on the monological range as they manifest a range of speech devices which do not work towards openness of verbal exchanges.

The initial question has been classified as a stylised question that is posed by one speech participant to another in order to allow the second participant to voice a pre-determined perspective. Such questions and their subsequent answers could be regarded as having a performative and controlling role within the dialogue. These opening questions are also classified as forming confirmatory questions, an argumentative device which allows a speaker to pose a question which prompts a particular answer.

The stylised question is followed by a stylised answer, where the second speaker is given the verbal space to voice a pre-determined perspectives. As the first utterance is classified under two monological categories (i.e. Bakhtinian plus Rhetorical Argumentative Ploy), this gives it an overall score of -

7 (i.e. highly monological). The subsequent utterance, which is classed as a stylised answer, gets a lower monological score of -5, as it comprises a Bakhtinian monological category alone.

The third utterance, by LA-AB, is classified as having two Bakhtinian features, comprising a stylised question but also an utterance that is classified as addressing a superaddressee (i.e. 'Mr Mayor'). The speaker addresses the Mayor by his formal title, using a form of address not commonly employed by other LA members.

Figure A5.1 Stylised questions and answers, confirmatory questions, presence of superaddressee

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	
AB	Will you confirm that, contrary to views expressed by some people locally, Camden Council has a great deal of autonomy in determining this planning application and should be expected to take full responsibility for any judgement that it makes on this planning application?	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding)	Confirmatory question (leads to answers that can only support a certain point)		-7
BJ	The crucial point to make is that this is a decision for Camden, a borough that is not within my control or indeed the control of the Conservative Party. It is up to them to decide what they want to do. I would urge local people who feel strongly about this matter to make representations to them	Stylised Answers (answers to stylised questions which concur and assert the 'rightness' of both the questioner and the respondent's perspective)			-5
AB	Mr Mayor, therefore, what would be your view of Camden Labour councillors and planners saying to residents that actually the Greater London Authority (GLA) has already decided and it is up to them? What would be your view of that?	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding)	Confirmatory question (leads to answers that can only support a certain point)		-7
LA-AB		Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)	Confirmatory question (leads to answers that can only support a certain point)		-7

In Figure A5.2, the speaker here uses verbal space to lambast the opposing perspective and also the person(s) who appear(s) to hold this perspective. In this context, the speech is classified as a hidden polemic as it does not address the person who holds the different perspective directly, but rather takes a ‘side swipe’ at their claims. At the same time, the suggestion that ‘everyone knows how the planning systems works’ suggests a ‘majority belief’ fallacy. It is not completely clear, in this instance, how the planning system is working, and this is, in fact, the question under consideration.

Figure A5.2 Hidden polemic and majority belief fallacy

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	
BJ	This is complete nonsense. This is an absolute, flat lie. There is a democratic system. Everybody knows how the planning process works. Camden Council has responsibility and must discharge that responsibility. If they choose to throw out that scheme, it is entirely a matter for them.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Majority belief and common practice	-7

In Figure A5.3, LA-AD suggested that the Mayor's office 'have already approved the building in principle in your stage 1 report. If Camden were to refuse it, you would still force the approval of it anyway by calling it in, as you did with Mount Pleasant...'

This assertion results in a general dismissal of the claims, and an apparently hostile use of the speaker's surname, as follows:

Figure A5.3 Direct attack

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	
BJ	No, I will not let you finish. You are talking nonsense.	Monovoiced	Direct attack		-7
BJ	No, Dismore, no.	Monovoiced		Ad hominem	-7

As LA-AD pursues this line of questioning, the following speech illustrates the use of irony and the use of a smokescreen to draw attention away from the actual questions posed, towards the manner in which these questions are posed, as follows:

Figure A5.4 Smokescreen, irony

Swiss Cottage Avenue Road Development		Linguistic	Argumentative	Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	
BJ	What I have said to AB, who asks questions, if I may say so, in a much nicer and more productive way than you, is...	Irony	Smokescreen (changing the subject)	-4

In Figure A5.5, LA-AD continues to pursue questions around LA-BJ's intentions in relation to 'calling in' the Swiss Cottage development planning application and suggests that LA-BJ's lack of clarity in replying to the direct questions posed will be interpreted by the residents of Swiss cottage in a particular way.

In this context, LA-AD is classified as directing his remarks towards a superaddressee, namely the residents of Swiss cottage who oppose this development, and there is also an implied attack on LA-BJ's lack of clarity in relation to this matter, classified here as a veiled 'ad hominem' attack. LA-BJ in turn responds with a direct ad hominem attack ('spineless representative'), while the comments are also classified as a hidden polemic, in that there is a polemical blow at the other's (i.e, LA-AD's) discourse on the topic under discussion.

Figure A5.5 Presence of superaddressee signalled, ad hominem attack, direct attack and hidden polemic

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	
AD	People in the area of Swiss Cottage will read that interpretation into your answer	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)		Ad hominem	-7
BJ	People in the area will want to know what a spineless representative they have in the form of Dismore. Come on. What is your point?	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Direct attack	Ad hominem	-7

In Figure A5.6, LA-AD's response to the attack is to accuse LA-BJ of being a 'Bullingdon bully' (Bullingdon referring to an elite Oxford University social club), a comment which is here classified as single voiced discourse, in that it suggests an objectified discourse of LA-BJ. The comment is also classed as a direct attack.

Figure A5.6 Single voiced discourse and direct attack

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	
AD	The Bullingdon Club bully strikes again. Here we go again.	Single Voiced Discourse II (Objectified discourse of a represented person, drawing on social stereotypes)	Direct attack		-7

LA-BJ (Figure A5.7) attempts to recover control over the exchanges by repeating that the Labour Party in Camden are responsible for the planning decision, and that the real problem is LA-AD's poor relations with the Labour Party in Camden in opposing this planning application. This comment is classified as a hidden polemic. Further stylised and confirmatory questions from the Conservative AM-AB allow LA-BJ the space to make further points which negate the implications made by LA-AD in relation to this planning application process, and are also classified as monological.

Figure A5.7 Hidden polemic, stylised questions, confirmatory questions, presence of superaddressee, and ad hominem attack

Swiss Cottage Avenue Road Development	Bakhtinian	Argumentative Devices (Monological)		
Speech Utterance	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Score
People following this debate will want to know why Mr Dismore's relations with the Labour Party in Camden are so frail and so feeble ... even though he purports to represent them ... that he cannot persuade them to go against this building. That seems to me to be the relevant question.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Ad hominem	-7
Mr Mayor, could you acquaint Mr Dismore or perhaps write to him with the number of occasions on which you have called in applications with less than 200 flats?	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding)	Confirmatory question (leads to answers that can only support a certain point)		-7
	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)	Confirmatory question (leads to answers that can only support a certain point)		-7

In Figure A5.8, LA-BJ later repeats that the Labour Party are responsible for this planning decision, and that they are ‘pathetically’ trying to spread responsibility around, referring to ‘Dismore’ as having little influence in Camden, which is a ‘tragedy’. Again, this is classified as a hidden polemic and a direct attack on LA-AD. As LA-AD is also accused of acting out of self-interest in terms of his framing of the issues raised, thus making this an ad hominem circumstantial accusation.

Figure A5.8 Hidden polemic, direct attack, ad hominem circumstantial

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	
BJ	This is a matter for the Labour Party. They are pathetically trying to spread responsibility around. Local democratically elected politicians in Camden have a decision to make and I do not see any sign of Dismore having any influence. Is that not a tragedy? He has been elected and yet he has no influence on this decision whatever	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Direct attack	Ad hominem circumstantial	-7

Following this, in Figure A5.9, further stylised and confirmatory questions are posed by LA-AB. This speaker then repeats LA-BJ's points, and then appears to thank him for listening. These exchanges are classified as directed to a superaddressee, and also containing ironical references and a direct attack on LA-AD.

Figure A5.9 Stylised questions, confirmatory questions, ad hominem attack, signalling the presence of a superaddressee

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	
	Mr Mayor, perhaps you could also find out how he can have spent so long on the London Assembly and not understand the absolute basics of your roles with regard to planning? It is astonishing to me. It sounds like a political game is being played with this. That would be a terrible thing	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding)	Confirmatory question (leads to answers that can only support a certain point)	Ad hominem	-7
AB	No doubt Mr Dismore is consulting his solicitor at the moment. He does on every possible occasion. It does sound like a political game might be played on this and you have reminded us that Camden is the planning authority with regard to this planning application. Thank you	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Ad hominem	-7

In Figure A5.10, the meaning of the utterance is slightly difficult to decipher, and hence it is classed as ambiguous. However, it does appear to be directed towards attacking the opposing narrative, and as such is classified as a hidden polemic. The element of ambiguity aligned with the hidden polemic gives it a high, rather than the top monological score.

Figure A5.10 Hidden polemic, ambiguity

Swiss Cottage Avenue Road Development		Bakhtinian	Linguistic	Score
Speaker	Speech Utterance	Monological	Monological	
BJ	We have heard the mutterings of the media. Let us see the ectoplasm. Let us see what they have to say about this building.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Ambiguity	-6

In Figure A5.11, LA-AD goes on to suggest that there are attempts to ‘play politics’ with the planning applications, and there is also an implication that LA-BJ is not being entirely open in relation to his future intentions, an implication which points to lessons learned from previous controversial planning applications (i.e. references to a planning application in Mount Pleasant). Therefore this comment offers both a persuasive definition but also a hidden polemic in questioning LA-BJ’s narrative.

Figure A5.11 Persuasive definition, hidden polemic

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative	Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	
AD	I also understand when people are playing politics with a planning application, like the Conservative Party is in Swiss Cottage, and I also have seen what the Mayor does when he calls things in like he has done in Mount Pleasant	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Persuasive definition	-7

Lastly, in Figure A5.12, LA-BJ implies that there is no substance to the implications, and that LA-AD is talking ‘complete nonsense’. The rebuttals of the claims are somewhat vague, and LA-BJ is left with the last word on the matter, in the context of this particular speech chain.

Figure A5.12 Last word

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative	Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	
BJ	I am perfectly open. That is complete nonsense	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)		-6

Dialogical Speech

The analysis now turns to illustrative examples of dialogical forms of speech within the verbal exchange, and follows the same pattern of pointing to the linguistic features which these utterances display, as follows:

In Figure A5.13, LA - AD attempts to bring clarity to the exchanges by asking a series of direct question of LA-BJ in relation to his plans vis-à-vis the development in question. The initial questions asked are clear and unambiguous. However, the utterances are not classed as strongly dialogical as they achieve a hit only within the category of linguistic dialogical. LA-AD highlights the lack of clarity in LA-BJ's answers to the direct questions posed, and suggests that inferences may be made around this lack of clarity. However, while no common understanding is reached in this exchange the direct questions posed do provide clarity around each of the participants' positions on the matters under discussion.

Figures A5.13 Groups of utterances: direct questions

Swiss Cottage Avenue Road Development			
Speaker	Speech Utterance	Dialogical	Score
AD	Are you saying you will never call this in, then? Are you undertaking never to call this in?	Directness	3

Swiss Cottage Avenue Road Development			
Speaker	Speech Utterance	Dialogical	Score
AD	It is a simple question. Yes or no: will you undertake not to call it in if Camden refuses it	Directness	3

Swiss Cottage Avenue Road Development			Score
Speaker	Speech Utterance	Dialogical	
AD	You will not give me an answer?	Directness	3

Swiss Cottage Avenue Road Development			Score
Speaker	Speech Utterance	Dialogical	
AD	It is pretty clear that you cannot answer and you will not answer.	Clarity	3

Following a particularly antagonistic set of interactions between the parties, LA-BJ points to the hostility he is encountering and the effect this is having on his speaking practices. This is classed as the ‘penetrative word’ within the Bakhtinian dialogical scheme, where an emotional reaction is provoked which moves the speaker beyond a ‘verbal game’ towards a more direct human engagement. On some levels, this could be viewed as an appeal for a communication repair.

Figure A5.14 Penetrative word

Swiss Cottage Avenue Road Development				Bakhtinian	Score
Speaker	Speech Utterance	Analytical Comment	Dialogical		
BJ	If you are so hostile ...	Mutual recognition of communication breakdown	Penetrative Word (emotional reaction when unsaid anxieties are inadvertantly activated via dialogue)	4	

However, following this attempt at repair, the verbal hostilities between the parties continue, with the Chairperson (LA-RE) eventually appealing for the participants to ‘stop’ and reflect upon the interactions.

Figure A5.15 Directness

Swiss Cottage Avenue Road Development					Score
Speaker	Speech Utterance	Discursive Effect	Analytical Comment	Dialogical	
RE	Can we just stop for a moment. We are not treating each other with the respect that we merit.		Appeal for repair of communication breakdown	Directness	3

LA- BJ follows this appeal by repeating his main claim in relation to the matter under discussion, offering a specific rebuff of the claims made by LA-AD (specificity), and going on to point out that he has ‘called in’ a tiny number of planning applications in the past’ (clarity).

Figures A5.16 Specificity, clarity

Swiss Cottage Avenue Road Development					Score
Speaker	Speech Utterance	Discursive Effect	Analytical Comment	Dialogical	
BJ	I will give you the answer. The answer is that if the Member, Mr Dismore, objects so vehemently to this scheme, it is open to him and his fellow members of the Labour Party in Camden to throw it out. That, as far as I know, they have chosen not to do			Specificity	3

LA-AD registers a 'sore spot' (Bakhtinian dialogical) in relation to the exchanges, also pointing to the lack of civility and mutual respect demonstrated in the use of language within these exchanges.

Figure A5.17 Bakhtinian 'sore spot', directness

Swiss Cottage Avenue Road Development			Bakhtinian		
Speaker	Speech Utterance	Analytical Comment	Dialogical	Dialogical	Score
AD	Yes. As I have been personally attacked, I think I should. I fully understand the planning system. I had been in local government before I came here and I have been in politics for over 30 years. I fully understand the system.	Highlighting of personal nature of attacks which have been made.	Sore Spots (Reaction to others words when one's own sensitivities are explored, sometimes an emotional reaction)	Directness	5

LA-AD goes on to reiterate the position which he has held throughout the exchanges, defending his understanding of the planning system.

Figure A5.18 Specificity

Swiss Cottage Avenue Road Development			
Speaker	Speech Utterance	Dialogical	Score
AD	It was a clear political decision on his part. The fact is that planning decisions are not political decisions. They are not party political in any local authority. If they were, it would make them subject to judicial review	Specificity	3

Mixed Monological/Dialogical Speech

The following discussion will examine a series of exchanges which exhibit both dialogical and monological properties. In effect, these are mixed exchanges, in which speech participants seem to play with language to both advance their own perspectives, but which also leave some verbal space to move towards some kind of joint understanding.

In the following exchange, LA-BJ declines to commit to any guarantees around his future plans in relation to the planning application under consideration, here classed as a Bakhtinian dialogical ‘loophole’ in that there is an openness about any future judgements but also classed under the category of ‘vague’. He also suggests that it is incorrect to say that the disputed building plan will go ahead because he is ‘going to impose it on Camden’. This may be classed as a false dilemma, in that the building may go ahead whether or not LA-BJ is involved in the planning process. The first utterance is given a higher dialogical score of plus one in the mixed category utterance, in that it contains a Bakhtinian category alongside a monological linguistic category. The second utterance is given a higher score on the monological mixed category as it contains a hit within the Argumentative Devices (i.e., false dilemma) category alongside a hit within the weaker dialogical linguistic category.

Figure A5.19 Loophole, false dilemma, vagueness

Swiss Cottage Avenue Road Development			Bakhtinian		Linguistic	Argumentative	Score
BJ	I am not making any commitment on any future planning decision I might make.		Loopholes (Maintaining an openness about final judgements around the issues at hand)		Vagueness		1
BJ	You are alleging ...if I may say so, quite wrongly ... that it is absolutely inevitable that this building will go ahead because I am going to impose it on Camden. That is completely untrue	i.e. building will go ahead because Mayor will impose it on Camden - it may or may not go ahead on many other grounds		Directness		False dilemma: limits consideration of positions on issue to two mutually exclusive ones, where there are other positions that could be considered)	-1

The following utterance offers a specific response to the claims that LA-BJ will override the planning decisions by Camden Council, and here LA-BJ specifically claims that he is unable to make any comments around this application in the present meeting as this would make him subject to judicial review at some point in the future. This is an important point, and may be refuted or otherwise, in factual terms. In this context, this is a dialogical

interaction. At the same time, it appears from later contributions that these understanding around ‘judicial review’ processes are open to question. Hence, this utterance is also classed as a case of ‘persuasive definition’, making the overarching contribution a mixed monological/dialogical response.

Figure A5.20 Specificity, persuasive definition

Swiss Cottage Avenue Road Development			
Speaker	Speech Utterance	Dialogical	Score
BJ	Of course. The Member knows full well that if I were to say anything about any future decision, I would thereby fetter my discretion and would be subject to judicial review.	Specificity	-1

The following exchange again illustrates clarity around LA-BJ’s position vis-à-vis the planning process, but the tone is attacking, in referring to the other speaker by his surname (in marked contrast to LA-BJ’s addressing other members of the Assembly by their first name). This example is again classed as a mixed exchange.

Figure A5.21 Clarity, ad hominem attack

	Swiss Cottage Avenue Road Development			Argumentative	
Speaker	Speech Utterance	Analytical Comment	Dialogical	Substantive Fallacies	Score
BJ	Yes, Camden is the planning authority, Dismore is the Labour member and Camden is the Labour council concerned	Use of surname implies hostility	Clarity	Ad hominem	-1

The following contribution by the chairperson suggests that LA-AD has a right of reply to the verbal attacks which have been made, and at the same time, there is a pacification device employed in suggesting that ‘it all seems fairly simple to me’. This contribution is therefore framed as a mixed utterance comprising a weak dialogical with strong argumentative device giving an overarching -1 score for a mixed utterance that leans towards monological.

Figure A5.22 Directness, pacification

Swiss Cottage Avenue Road Development				Argumentative Devices	
Speaker	Speech Utterance	Analytical Comment	Dialogical	Dialogically Contractive Discursive Closures	Score
RE	It all seems fairly simple to me. Mr Dismore, do you want to make a point of explanation here?	"all seems fairly simple" comment does not seem to recognise the lack of courtesy which informs these exchanges	Directness	Pacification (differences framed as either trivial or impossible to resolve , and reaching agreement is a higher good than disagreement)	-1

Dynamic Analysis

The next part of the analysis will present and examine the flow of speech across the entire speech episode, and the patterns which emerge in the dynamic analysis, and which are displayed on the Dynamic Analysis Charts in Volume 1 of this thesis. (See Section 5.2.2.5)

Exchange A: Directness versus vagueness:

In the following exchange, LA-AD asks for assurances from LA-BJ around any possible interventions in relation to the planning application under discussion. LA-BJ however responds with a general assertion that he will not provide any guarantees in relation to his future plans. This appears to undermine previous claims by LA-BJ that the planning application was a matter for Camden Council alone.

Fig.A5.23 Directness vs. vagueness

Swiss Cottage Avenue Road Development		Bakhtinian		Linguistic	Argumentative	Score
Speaker	Speech Utterance	Dialogical	Dialogical	Monological	Questionable argument techniques	
AD	Are you saying you will never call this in, then? Are you undertaking never to call this in?		Directness			3
BJ	I am not making any commitment on any future planning decision I might make.	Loopholes (Maintaining an openness about final judgements around the issues at hand)		Vagueness		1

Exchange B: Directness versus vagueness

In the following exchange, the question as to whether LA-BJ's office will 'call in' the application is repeated. LA-BJ does not give this assurance, but rather repeats the assertion that the planning application is a matter for Camden Council.

Fig. A5.24 Directness vs. vagueness

Swiss Cottage Avenue Road Development		Bakhtinian		Linguistic	Argumentative Devices	
Speaker	Speech Utterance	Dialogical	Dialogical	Monological	Dialogically Contractive Discursive Closures	Score
AD	It is a simple question. Yes or no: will you undertake not to call it in if Camden refuses it		Directness			3
BJ	I am not. This is a planning matter for Camden and ...			Vagueness		-3

Exchange C: Direct question versus ad hominem attacks

The following exchange begins with a direct question and an unclear answer. This is then followed by an implication which is classed as an ad hominem attack, which is in turn responded to with an even stronger ad hominem attack (i.e. a direct insult), creating a tit-for-tat dynamic in the exchanges. Clearly, some frustrations were starting to develop within the exchanges at this point.

Fig. A 5.25 Direct question versus ad hominem attacks

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative Devices		Score
Speaker	Speech Utterance	Monological	Substantive Fallacies	Questionable argument techniques	
AD	You will not give me an answer?				3
BJ	I want to see -				-3
AD	People in the area of Swiss Cottage will read that interpretation into your answer	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)	Ad hominem		-7
BJ	People in the area will want to know what a spineless representative they have in the form of Dismore. Come on. What is your point?	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Ad hominem		-7

Exchange D: Clarity versus penetrative word

In the following exchange, a clear statement by LA-AD pointing to LA-BJ's unwillingness to answer a question directly is met by an extremely hostile response. This is classed as a 'penetrative word' as the LA-AD's statement clearly hit a nerve with the respondent. The last input from LA-JJ is suggestive of a microdialogue, in that the speaker appears to be thinking out loud in implying that these patterns of communication have been witnessed before.

Fig. A5.26 Clarity versus penetrative word

Swiss Cottage Avenue Road Development		Bakhtinian		Linguistic	
Speaker	Speech Utterance	Dialogical	Dialogical	Monological	Score
AD	It is pretty clear that you cannot answer and you will not answer.		Clarity		3
BJ	People in the area of Swiss Cottage will read that interpretation into your answer Do you have any influence whatever with Camden Council, you protoplasmic jelly? Why do you not ...	Penetrative Word			2
AD	Oh, dear. Here we go again.	Microdialogues (self self dialogues expressed verbally to others)		Irony	1

Exchange E: Single voiced discourse/direct attack versus directness

Within the following exchanges, single voiced discourse is employed in again referring to LA-BJ as a ‘Bullingdon Club bully’. This results in a call for communication repair from the chair, a call seconded by LA-JJ. These exchanges do point to some discomfort amongst the other LA members at the tone of these and other exchanges.

Fig. A5.27 Single voiced discourse and direct attack versus directness

		Swiss Cottage Avenue Road Development	Bakhtinian		Argumentative	
	Speaker	Speech Utterance	Monological	Dialogical	Rhetorical Argumentative Ploys	Score
33	AD	The Bullingdon Club bully strikes again. Here we go again.	Single Voiced Discourse II (Objectified discourse of a represented person, drawing on social stereotypes)		Direct attack	-7
34	RE	Can we just stop for a moment. We are not treating each other with the respect that we merit.		Directness		3
35	JJ	Hear, hear		Directness		3

Utterance F: Directness versus directness/irony

The following exchanges use clearly stated questions to highlight the point that LA-BJ has not given a clear and unequivocal answer to the questions posed. Pointing clearly to this issue results in a clarification of sorts from LA-BJ as to Camden council's autonomy in relation to the planning application under discussion.

Fig. A5.28 Directness versus directness/irony

		Swiss Cottage Avenue Road Development	Bakhtinian		Linguistic	Argumentative	
	Speaker	Speech Utterance	Monological	Dialogical	Monological	Substantive Fallacies	Score
37	AD	It was a simple question		Directness			3
38	RE	Have you finished, Mr Dismore?		Directness			3
39	AD	It is pretty obvious that I am not going to get a sensible answer to a straightforward question, so I think I have		Directness	Irony		0
40	BJ	I will give you the answer. The answer is that if the Member, Mr Dismore, objects so vehemently to this scheme, it is open to him and his fellow members of the Labour Party in Camden to throw it out. That, as far as I know, they have chosen not to do		Specificity			3

Static Analysis of Thames Estuary Airport

Monological Speech

The following analysis will discuss a range of utterances within the transcript which have been categorised under a strongly monological category, with brief explanatory notes as to the rationale for the assigned categorisation.

The first monological utterance relates to a response by LA-BJ to a question from LA-DJ concerning findings from the Davies Commission which points to a lack of feasibility of a new estuary airport. LA-DJ expresses a desire for LA-BJ to recognise these findings. A series of exchanges unfold, with LA-BJ suggesting in this particular utterance that LA-DJ is not supportive of airport expansion on any terms. If this is the case, then this will impact on his views regarding the feasibility or desirability of the proposed estuary airport. LA-BJ's response does not address the concerns which have been raised about the estuary airport, and rather seeks to undermine the credibility of the speaker, and hence is classified as monological.

Figure A5.29 Figure Hidden polemic, smokescreen

Estuary Airport Studies		Bakhtinian	Argumentative Devices (Monological)	Score
Speaker	Utterances	Monological	Rhetorical Argumentative Ploys	
BJ	All right. It is one of the two. I am trying to elicit your position. It is not entirely clear what it is, but I respect your position, which is either to build more runways somewhere outside the southeast or not to build more runways anywhere, ever! It is one of the two	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Smokescreen (changing the subject)	-7

In this second monological extract, LA-BJ again suggests that the Green Party policies on airport expansion disqualify their representatives from reasoned debate on the issue of the estuary airport. Again, there is a lack of engagement with the material points made.

Figure A5.30 Hidden polemic, disqualification

Estuary Airport Studies		Bakhtinian	Argumentative Devices (Monological)	Score
Speaker	Utterances	Monological	Dialogically Contractive Discursive Closures	
BJ	I certainly will not take any advice from a party that I do not think has a credible strategy on aviation . I am afraid to say, with great respect to you and to the Green Party, that that is my view of your strategy	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Disqualification (implied lack of expertise of speaker)	-7

In the third extract, LA-BJ speaks in an ‘epic’ style to suggest that the estuary airport will allow London to compete with other European countries, and that the plan has ‘phenomenal’ potential. This style of dialogue does not actually engage with different perspectives on an equal level, but rather adopts quite a lofty tone, an approach which obviates any need to engage with concerns raised by other assembly members on this proposed plan.

Figure A5.31 Single voiced discourse

Estuary Airport Studies		Bakhtinian	Score
Speaker	Utterances	Monological	
BJ	I do not think it works for the country. Britain is a great economy that needs to be properly connected and we need to be able to compete with France, Germany, Holland and Spain in a way that we are currently failing to compete. I am not content with your approach. I am not content with Heathrow as the long ...term approach. I do not think the dual hub works. The benefits of doing what we are proposing to do in the estuary are phenomenal.	Single Voiced Discourse I (Direct unmediated discourse, lack of recognition of different perspectives)	-5

In the following extract, LA-OS suggest that LA-BJ’s perspectives on the matters under discussion are indicative of some form of ‘denial’ of realities, and follows up this observation with a personal attack (ad hominem) suggesting LA-BJ suffers from ‘delusions of grandeur’.

Figure A5.32 Hidden polemic and ad hominem attack

Estuary Airport Studies		Bakhtinian	Linguistic Tentative Devices (Monological)		Score
Speaker	Utterances	Monological	Dialogical	Substantive Fallacies	
OS	I have heard your answer. You are clearly continuing to live in denial or you have delusions of grandeur. I am not sure which one	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Ad hominem	-7

The following extract from OS is again classified as both an appeal to specific feelings and an ad hominem attack in suggesting that LA-BJ is intent on ‘destroying’ jobs, and hence, lives of West Londoners by his estuary airport plan. It is also classified as a hidden polemic as the comments do not directly address issues around possible job losses with LA-BJ, but rather approach the topic obliquely.

Figure A5.33 Hidden polemic, appeals to specific feelings, ad hominem attack

Estuary Airport Studies		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Utterances	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	
OS	Let me say that not only are you content with destroying the site of a London borough in Medway, but you also want to destroy the lives of west Londoners. You want to get the estuary airport allowed so that the west London economy is destroyed. You will be destroying jobs in west London. Can you please explain why you are hell ...bent on destroying the economy of	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Appeals to specific feelings	Ad hominem	-7

LA-BJ uses irony and the Bakhtinian dialogic stance of ‘the fool’ (See Appendix 5.1: Bakhtinian Speech Categories) in the following utterance.

Figure A5.34 Dialogic Stance: The Fool, Irony

Estuary Airport Studies		Bakhtinian	Linguistic	Score
Speaker	Utterances	Monological	Monological	
BJ	Onkar, are you inviting me to stand as the Labour candidate? Is that your intent? Would I have your support	Dialogic Stance: The Fool	Irony	-6

Given the many concerns which Assembly members have raised around the proposed estuary airport, LA-BJ's suggestion (Figure A5.35) that LA members should avail themselves of the chance to look at the architectural plans and/or prospectus around this seems to illustrate a lack of recognition of these different perspectives. The use of the term 'visionary' and the suggestion that the plan is 'absolutely right' reinforce this message.

Figure A5.35 Single voiced discourse, direct attack

Estuary Airport Studies			Bakhtinian	Argumentative Devices (Monological)	Score
Speaker	Utterances	Analytical Comment	Monological	Rhetorical Argumentative Ploys	
BJ	I have not been able to drop in but I have seen the pictures and I think it is fantastic. I would urge Members of the Assembly to have a look at it, even if they cannot get to the exhibition to have a look at the prospectus. It is absolutely right, it is visionary and it is the way forward for us	Appeal around 'historical legacy'.	Single Voiced Discourse I (Direct unmediated discourse, lack of recognition of different perspectives)	Direct attack	-7

Lastly, LA-KM suggests that the expansion of Heathrow may increase the risk of an air disaster over London, and if this should occur, then it would be inevitable that the airport would be moved to another location. This utterance contains a number of interesting features. Firstly it appeals to specific feelings (i.e., of fear) and secondly it suggests that there are only two positions on this question, namely to expand the airport at Heathrow or to develop the new airport in the Thames estuary. The question as to whether airport expansion per se is necessary is not considered at all. Lastly, the

comments incorporate a generalisation, as all airports are subject to risk, and there does not appear to be any evidence that Heathrow is particularly susceptible to such a risk (or at least such evidence is not provided within this utterance).

Figure A5.36 Appeal to specific feelings, generalisation and false dilemma

Estuary Airport Studies		Linguistic	Argumentative Devices (Monological)		Score
Speaker	Utterances	Monological	Rhetorical Argumentative Ploys	Questionable argument techniques	
KM	In that awful event ... and pray God it never happens ... my guess is that people will be asking when we can move the airport, not if	Generalisations	Appeals to specific feelings	False dilemma: limits consideration of positions on issue to two mutually exclusive ones, where there are other positions that could be considered)	-4

Dialogical Speech

The first dialogical utterance comprises an open question addressed to LA-BJ which seeks clarification as to his views on the Airport Commission's report around the feasibility of the proposed Thames estuary airport. This is a simply stated and open ended question, and is thus classified as dialogical.

Figure A5.37 Seeking clarification on alternative perspectives

Estuary Airport Studies		Linguistic	Score
Speaker	Utterances	Dialogical	
DJ	What is your response to the Airport Commission's Inner Thames estuary airport studies?	Seeking clarification on alternative perspectives	3

The second utterance by LA-BJ appears to recognise that the opposing speaker has a position which the speaker understands, but with which he disagrees. Hence this is classed as both encompassing a polyphonic perspective and directness.

Figure A5.38 Polyphonic perspective, directness

Estuary Airport Studies		Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical	Dialogical	
BJ	No, I do not accept that, Darren. I know that you come from an intellectually respectable position, though I think gravely flawed	Polyphonic Perspective	Directness	5

In the next utterance, LA-BJ incorporates a range of different voices within his speech, i.e., Londoners, EU definitions of noise pollution, and victims of plane noise pollution, and this speech is therefore classified as polyphonic.

Figure A5.39 Polyphonic perspective

Estuary Airport Studies			Score
Speaker	Utterances	Dialogical	
BJ	As you know, the primary objective is to get the country the long ...term solution it needs. One of the most extraordinary facts about our current position is that there are already three ...quarters of a million Londoners who suffer excess noise pollution, as defined by the EU, around Heathrow. A third of all the victims of plane noise pollution in the whole of Europe are around that airport.	Polyphonic Perspective	4

These same qualities are exhibited in the following utterances by LA-BJ which incorporate a range of different voices and perspectives, and at the same time, incorporate clarity and specificity. The last utterance by LA-KM points to a range of different perspectives on the question of airport expansion, and highlights the intention to ‘open people’s minds’ as to different ways of viewing the issues around expanding airport capacity.

Figure A5.40 Groups of utterances: polyphonic perspective, clarity, specificity

Estuary Airport Studies		Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical	Dialogical	
BJ	This is actually a fight that is supported by virtually every single Member of this Assembly with possibly only one exception, who is also an honourable exception because he wants to expand Heathrow. He is wrong. I might be misrepresenting my friend John Biggs there, but I believe that virtually everybody else is in favour of saying no to a third runway at Heathrow	Polyphonic Perspective	Clarity	5

Estuary Airport Studies		Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical	Dialogical	
BJ	However, when you look at the environmental impacts of a third runway ... let alone a fourth runway ... on west London, they are colossal. The health impacts on Londoners are very, very severe indeed. I know Onkar has also joined in this question ...	Polyphonic Perspective	Clarity	5

Estuary Airport Studies		Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical	Dialogical	
BJ	... so I direct my remarks now to Onkar, who is a doctor and will have seen some of the medical reports about the greater risk of heart disease and stress and the lower educational attainment that is associated with a high degree of noise pollution of the kind there is in west London. Bear in mind that any expansion of Heathrow will inevitably involve more aircraft passing over the centre of London with hundreds of thousands more flights in a way that is, I believe, wrong for this city	Polyphonic Perspective	Specificity	5

Estuary Airport Studies		Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical	Dialogical	
BJ	Just to go back to the point that Darren [Johnson] made, if I may, this arises out of the strong desire of all of us to prevent a third runway being built at Heathrow, which I think is your position as well.	Polyphonic Perspective	Specificity	5

Speaker	Utterances	Dialogical	Dialogical
BJ	All the evidence I have seen so far, however, suggests that it would be very, very damaging indeed to their interests and I am opposing it	Polyphonic Perspective	Clarity

Estuary Airport Studies			Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical		Dialogical	
KM	Often, this is about prioritising. Is it birds or people? Is it east or west? Is it 24 hours or not? It is all these kinds of things. All you are trying to do is to, as you say, present an option that opens people's minds to other possibilities	Polyphonic Perspective		Clarity	5

Mixed Monological/Dialogical Speech

The following exchanges comprise a mix of monological and dialogical speech forms, which seem to require some alertness on the part of a participant in dialogue to interpret and unravel.

The following utterances all incorporate confirmatory question in that a pre-determined perspective is embedded within the utterance. At the same time, these questions are designated as mixed, in also containing dialogical elements in relation to the openness displayed around the perspectives of the speaker.

Figure A5.41 Groups of utterances: confirmatory questions aligned with direct statement of speaker position

	Estuary Airport Studies	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
OS	Given the findings of the Davies Commission's Thames Estuary environmental impacts study, will the Mayor reconsider his advocacy for his island airport	Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

	Estuary Airport Studies	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
DJ	Can you not accept now that this is a showstopper and that it is time to knock this on the head?	Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

	Estuary Airport Studies	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
DJ	Tackling the growing noise problem and the growing pollution problem around Heathrow, for example, and speaking up for Londoners on that? Surely, you could be playing a more useful role as Mayor on those issues	Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

	Estuary Airport Studies	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
DJ	These serious reports have thrown up problem after problem. What is it going to take for you to abandon this whole estuary airport idea? What is it going to take	Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

	Estuary Airport Studies	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
OS	Mr Mayor, in the face of overwhelming evidence, you seem to be in denial. You keep continuing to waste Londoners' money. Why do you do this?	Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

	Estuary Airport Studies	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
TA	Are you further aware that the campaign to expand Heathrow really is going up a gear? The Heathrow Airport authorities have employed large numbers of public relations officers, who are delivering lots and lots of meretricious leaflets all around southwest London and the area around the airport, purporting to say that the overwhelming majority of people who live nearby actually want Heathrow to expand. Will you seek continuously to give the lie to that kind of propaganda?	Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

The following utterances combine dialogical elements with attempts to both ‘naturalise’, in terms of positioning the statements as reflecting the true ‘reality’ of the situation and ‘neutralising’, in terms of offering discursive positions which are value laden, but are presented as objectively framed statements of fact.

Figure A5.42 Groups of utterances: naturalisation and neutralisation

Estuary Airport Studies		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Dialogically Contractive Discursive Closures	
KM	There is one thing in particular, though, since Onkar [Sahota] raised it, and that is the reaction of the north Kent MPs, which I find inexplicable, really. If you had said to any MP who wanted to deposit this massive infrastructure investment next to where you are, in what are often areas of severe deprivation that are not that well connected to the rest of the world, you would expect them to greet it with open arms. What efforts are you making to highlight to the elected representatives both on the Council and in Parliament in that area, the economic benefits that might accrue to their area of the airport?	Polyphonic Perspective	Confirmatory question (leads to answers that can only support a certain point)	Neutralisation (value laden discursive positions treated as if value free, through proclaiming)	2

Estuary Airport Studies		Linguistic	Argumentative Devices (Monological)		Score
Speaker	Utterances	Dialogical	Questionable argument techniques	Dialogically Contractive Discursive Closures	
BJ	That is just an objective fact. It is not the prime reason why we wish to go for a better solution, but obviously it has to be borne in mind.	Clarity	False dilemma: limits consideration of positions on issue to two mutually exclusive ones, where there are other positions that could be considered)	Naturalisation (discourse positioned is reified as natural or reflecting reality)	-1

In the following utterances, the speaker combines a clear statement of their discursive position, but expresses this in such a way that it elicits particular feelings in the hearer, in this case, feelings of pride in undertaking such a bold step in terms of building an estuary airport, which will further build on London's immense history as a trading centre and further enhance London's reputation as the 'greatest city in Europe'.

Figure A5.43 Groups of utterances: appeals to specific feelings aligned with linguistic directness and reported indirect speech

	Estuary Airport Studies	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
BJ	I disagree with it, however, because this country will need long ...term connectivity. What the estuary airport offers is the ability to connect 24 hours a day with 300 destinations around the world. It will give London the ability to send our businesspeople to parts of the world that are growing very fast and enable Britain to be an open, free trading country with access to the rest of the world in the way that we were in the 19th century when the ports of this city dominated the economic life of the planet. It is absolutely vital that we do have that infrastructure.	Clarity	Appeals to specific feelings	-1

Estuary Airport Studies		Linguistic	Argumentative Devices (Monological)	Score
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	
BJ	As I said in my answer earlier to Fiona [Twycross], this is the greatest city in Europe. It is a beautiful place to live. It would be completely regressive and economically counterproductive for us to exacerbate a gross planning error of the 1940s and 1950s and to expand Heathrow in a way that is environmentally catastrophic	Clarity	Appeals to specific feelings	-1

Estuary Airport Studies			Linguistic	Argumentative Devices (Monological)	Score
Speaker	Utterances	Analytical Comment	Dialogical	Rhetorical Argumentative Ploys	
BJ	I am fulfilling my mandate here in London, amongst which was, as you seem to have forgotten, a pledge we all made to have a better solution for aviation than a third runway at Heathrow . That is what we are doing. We have had tremendous success so far. We are putting new ideas on the map and on the landscape and actually changing the direction of this debate	Appeal around 'historical legacy'.	Directness	Appeals to specific feelings	-1

Estuary Airport Studies		Bakhtinian	Argumentative Devices (Monological)	Score
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	
BJ	People say, "This is too big. We do not do this kind of thing", or, "This is what the Chinese do", as one Member of the Government said to me. "We do not behave like this", said one, "We believe in incremental steps. We do things organically". That is a powerful analysis of how Britain has done things and it happens to be true, but it does not mean it is right.	Reported Indirect Speech	Appeals to specific feelings	2

The following utterances contain both elements of spin and persuasive definition, but aligned with dialogical elements including linguistic directness and clarity in relation to the perspectives offered combined with references to other perspectives and voices.

Figure A5.44 Groups of utterances: use of spin and persuasive definition aligned with directness, clarity and polyphony

	Estuary Airport Studies	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
BJ	Actually, on the wildlife and the birds, we do think that we could cater for that. In terms of environmental impact, obviously, you have to set the needs of migratory birds, which are very important, but which can be properly and sensitively addressed, against the needs of a growing city of 8.6 million. There is a compromise to be struck that would be perfectly acceptable in environmental terms. Just on the economics of the proposal, the estuary airport ...	Directness	Spin	-1

Estuary Airport Studies		Linguistic	Argumentative Devices (Monological)	Score
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	
BJ	Before we intervened and before City Hall became involved in this, there was only one question and there was only one thing people were saying: there has to be a third runway at the Sipson site. That is now dead. The Sipson site will now not happen. There are all sorts of other Heathrow proposals now and perhaps some of them better than the Sipson site; perhaps they are worse. In my view, none of them answer the fundamental question. There is also now the Gatwick solution, which is marginally better and certainly a lot better from an environmental point of view for Londoners than the Heathrow solution. To have come that far by making these arguments is a considerable achievement so far.	Clarity	Spin	-1

Estuary Airport Studies		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Substantive Fallacies	
KM	I also wanted to ask whether you had had a chance to drop in at the New London Architecture exhibition that is currently on and was opened last week, advertising what the possibilities might be with the Heathrow site. Three architects there have been asked to envision what Heathrow City might look like and what the enormous potential might be of that site.	Reported Indirect Speech	Spin	Appeal to non qualified authority	2

Estuary Airport Studies		Bakhtinian	Argumentative Devices (Monological)	Score
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	
BJ	I accept the conservative instincts of people like Onkar [Sahota] who shudder at the idea of any dramatic change of this kind. I do understand why people feel so spooked about it in a way, but it is the right thing to do	Polyphonic Perspective	Persuasive definition	2

Some speakers also draw upon a superaddressee in terms of speaking for the interests of their constituents, and also in terms of aligning their voiced perspectives with those of LA-BJ.

Figure A5.45 Groups of utterances: appeal to superaddressee and polyphonic perspective

Estuary Airport Studies		Bakhtinian		Score
Speaker	Utterances	Monological	Dialogical	
TA	Are you aware, Mr Mayor, that my constituents in southwest London expect you to hold to your election promise to oppose expansion at Heathrow?	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)	Polyphonic Perspective	0
TA	They are very grateful to hear you today once again doughtily spelling out the temble effects that Heathrow has on the atmosphere around the airport.	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)	Polyphonic Perspective	0

The use of irony is prevalent in these exchanges, where a number of speakers seem to express some frustration at a lack of engagement with the material points which are up for discussion. The ironic comments are combined with other forms of dialogical interaction, including reported speech, polyphonic perspectives and directness.

Figure A5.46 Reported indirect speech and irony

Estuary Airport Studies		Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical	Monological	
DJ	If you are encouraged by those reports, I hate to think how you would react if you had some really bad news because those reports were absolutely devastating in terms of the credibility of the Thames Estuary airport and the habitats. The habitats report suggests it will cost up to £2 million to replace the habitats. The report makes clear it is impossible to create this scale of new	Reported Indirect Speech	Irony	1

Fig. A5.47 Directness and irony

Estuary Airport Studies		Linguistic		Score
Speaker	Utterances	Dialogical	Monological	
OS	Mr Mayor, if you have the courage of your convictions, why do you not stand for Uxbridge and South Ruislip, the seat that will be vacated by Sir John Randall MP, and let the people of west London hold you to account? Have the courage of your convictions	Directness	Irony	0

Fig. A5.48 Polyphonic perspective and irony

Estuary Airport Studies		Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical	Monological	
BJ	I shall. Clearly, there is a democratic element here. If the people of west London demonstrate somehow overwhelmingly that they wish to have much greater noise pollution and traffic congestion and so on, then obviously I would have to listen to that	Polyphonic Perspective	Irony	1

Dynamic Analysis

Exchange G: Directness/confirmatory question – generalisations/spin – reported indirect speech/irony

Firstly, LA-OS points to the Davies Commission’s findings on the Thames Estuary airport environmental impacts, which LA-BJ does not directly address. This results in a direct contradiction of this positive framing by LA-DJ who points to the findings of the report being ‘absolutely devastating’ in terms of its assessment of the credibility of the proposed estuary airport.

Fig. A5.49 Directness/confirmatory question – generalisations/spin – reported indirect speech/irony

Estuary Airport Studies		Bakhtinian	Linguistic		Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Dialogical	Monological	Rhetorical Argumentative Ploys	Score
OS	Given the findings of the Davies Commission's Thames Estuary environmental impacts study, will the Mayor reconsider his advocacy for his island airport		Directness		Confirmatory question (leads to answers that can only support a certain point)	-1
BJ	The three reports that we had from the Commission were extremely encouraging and what Sir Howard [Davies, Chair, Airports Commission] is doing is, firstly, recognising the huge economic benefits for Britain as a whole of having a new Heathrow in a much better site. The studies also show that there are no big showstoppers to achieving this. It is very important to bear in mind, when you see the huge sums that are bandied around about infrastructure costs and so on, that in almost all cases these are investments that we are going to have to make as a city and a country in that part of London anyway if we are going to exploit the potential of the Thames Gateway area for regeneration. That is broadly my response to the Commission's findings so far.			Generalisations	Spin	-4
DJ	If you are encouraged by those reports, I hate to think how you would react if you had some really bad news because those reports were absolutely devastating in terms of the credibility of the Thames Estuary airport and the habitats. The habitats report suggests it will cost up to £2 million to replace the habitats. The report makes clear it is impossible to create this scale of new habitats in the immediate vicinity of the site	Reported Indirect Speech		Irony		1

Exchange H: Clarity/directness/confirmatory question – hidden polemic/disqualification/single voiced discourse

This is a pattern that is repeated, in various forms, in a series of exchanges. In the following extract, LA-BJ suggests that a Thames estuary airport is a viable and desirable solution to airport expansion. Again, two parallel positions are demonstrated, with DJ suggesting that LA-BJ is not engaging with the findings within the report. However, LA-BJ counters by stating that he will not ‘take any advice’ from a member of a party who does not have a ‘credible strategy’ on aviation, in effect a disqualification of LA-DJ’s capacity to speak with any authority on this matter. However, this again does not engage with the material issues which have been raised within the Davies report in relation to the estuary airport.

Fig. A5.50 Clarity/directness/confirmatory question – hidden polemic/disqualification/single voiced discourse

	Estuary Airport Studies	Bakhtinian	Linguistic	Argumentative Devices (Monological)		
Speaker	Utterances	Monological	Dialogical	Rhetorical Argumentative Ploys	Dialogically Contractive Discursive Closures	Score
BJ	It is tragic that Heathrow, which is a wonderful airport in many ways, is basically located in the wrong place for expansion. There is a lot of support now for trying to solve it with Gatwick. I do not believe that is a long ...term answer to the question we face. I do not think a dual hub system will really work and you will just have more concentration in Heathrow. There will be more pressure by the airlines to get into this very, very restricted space in west London. The regeneration and economic benefits of going for the estuary site are phenomenal. You say that we should abandon this. I do not think we should. I think we should keep going. The logic of geography is very much on the side of what we are trying to do.		Clarity			3
DJ	These serious reports have thrown up problem after problem. What is it going to take for you to abandon this whole estuary airport idea? What is it going to take		Directness	Confirmatory question (leads to answers that can only support a certain point)		-1
BJ	I certainly will not take any advice from a party that I do not think has a credible strategy on aviation. I am afraid to say, with great respect to you and to the Green Party, that that is my view of your strategy	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)			Disqualification (implied lack of expertise of speaker)	-7
BJ	I do not think it works for the country. Britain is a great economy that needs to be properly connected and we need to be able to compete with France, Germany, Holland and Spain in a way that we are currently failing to compete. I am not content with your approach. I am not content with Heathrow as the long ...term approach. I do not think the dual hub works. The benefits of doing what we are proposing to do in the estuary are phenomenal.	Single Voiced Discourse I (Direct unmediated discourse, lack of recognition of different perspectives)				-5

Exchange I: Directness/spin – interruption – directness – hidden polemic

The same pattern is repeated in the following exchanges with LA-OS. Again, LA-BJ suggests that the Davies report is not conclusively negative around the proposed estuary airport, and that it is possible and desirable to address the issues raised. This results in a strongly monological response from LA-OS, who appears to be expressing some frustration with LA-BJ's stance on this issue.

Fig.A5.51 Directness/spin – interruption – directness – hidden polemic

Estuary Airport Studies		Bakhtinian		Linguistic		Argumentative Devices (Monological)	Score
Speaker	Utterances	Monological	Dialogical	Monological	Rhetorical	Argumentative Ploys	
BJ	Of course, I have been able to study the conclusions of the Airports Commission so far and I do not believe that they do contain anything like the showstoppers that you are trying to imply			Vagueness			-3
BJ	Actually, on the wildlife and the birds, we do think that we could cater for that. In terms of environmental impact, obviously, you have to set the needs of migratory birds, which are very important, but which can be properly and sensitively addressed, against the needs of a growing city of 8.6 million. There is a compromise to be struck that would be perfectly acceptable in environmental terms. Just on the economics of the proposal, the estuary airport ...		Directness		Spin		-1
OS	Mr Mayor, you are clearly continuing			Interruption			-3
BJ	Can I just finish the point? You have asked about the economics of it, a point, if I may, I will continue to answer.		Directness				3
OS	I have heard your answer. You are clearly continuing to live in denial or you have delusions of grandeur. I am not sure which one	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)					-7

Exchange J: Hidden polemic/Appeals to specific feelings/Ad hominem – Clarity

OS suggests very strongly that LA-BJ's position is a flawed one, but again, LA-BJ asserts that the estuary airport is a valid and desirable option for airport expansion on the South East. There appears to be very little in the way of a meeting of minds in these exchanges.

Fig. A5.52 Hidden polemic/Appeals to specific feelings/Ad hominem – Clarity

▼ Estuary Airport Studies ▼		Bakhtinian	Linguistic	Argumentative Devices (Monological)		▼
Speaker	Utterances	Monological	Dialogical	Rhetorical Argumentative Ploys	Substantive Fallacies	Score
OS	Let me say that not only are you content with destroying the site of a London borough in Medway, but you also want to destroy the lives of west Londoners. You want to get the estuary airport allowed so that the west London economy is destroyed. You will be destroying jobs in west London. Can you please explain why you are hell ...bent on destroying the economy of west London?	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Appeals to specific feelings	Ad hominem	-7
BJ	For starters, the overall benefits to the economy, as I was about to say before you rushed in again, we think will be about £652 billion from the estuary airport before 2050. There are huge benefits to every single part of the city. Do not forget that we are going through a huge housing famine in London. People cannot afford to live anywhere near the centre of town in many, many cases. The area at Heathrow is an area about the size of the Royal Borough of Kensington and Chelsea. It is fantastically well served by transport. You have four Tube stations. You have Crossrail. You have the line for the Heathrow Express. That site would be redeveloped at fantastic speed and would represent an outstanding opportunity area for London and would produce a huge quantity of growth and jobs. The total contribution of Heathrow to the entire west London economy is about 3%, so, again, you are being too negative and you are underestimating the potential of this city and of this country to sort out the problems.		Clarity			3

Exchange K: Spin – Single voiced discourse/Direct attack – Appeals to specific feelings – Clarity – Persuasive definition - Neutralisation

A similar pattern is demonstrated in the following exchanges where again there is little engagement with opposing perspectives, and where the tone of the dialogue turns towards comparisons with significant rail infrastructure projects developed by Brunel and the Great Western Railway. Again, there is an assertion that development of the estuary airport is the ‘right thing to do’.

Fig. A5.53 Spin – Single voiced discourse/direct attack – appeals to specific feelings – clarity – persuasive definition - neutralisation

Estuary Airport Studies		Bakhtinian	Linguistic	Argumentative Devices (Monological)		
Speaker	Utterances	Monological	Dialogical	Rhetorical Argumentative Ploys	Dialogically Contractive Discursive Closures	Score
KM	I also wanted to ask whether you had had a chance to drop in at the New London Architecture exhibition that is currently on and was opened last week, advertising what the possibilities might be with the Heathrow site. Three architects there have been asked to envision what Heathrow City might look like and what the enormous potential might be of that site.			Spin		2
BJ	I have not been able to drop in but I have seen the pictures and I think it is fantastic. I would urge Members of the Assembly to have a look at it, even if they cannot get to the exhibition to have a look at the prospectus. It is absolutely right, it is visionary and it is the way forward for us	Single Voiced Discourse I (Direct unmediated discourse, lack of recognition of different perspectives)		Direct attack		-7
BJ	People say, "This is too big. We do not do this kind of thing", or, "This is what the Chinese do", as one Member of the Government said to me. "We do not behave like this", said one, "We believe in incremental steps. We do things organically". That is a powerful analysis of how Britain has done things and it happens to be true, but it does not mean it is right.			Appeals to specific feelings		2
BJ	If you look at the history of the railways in the 19th century, it proceeded organically and it proceeded by step, but it was in many cases catastrophic. We are now having to invest hugely. The whole reason we have Thameslink and Crossrail going through now is to sort out the mess created by having lots of independent partial schemes coming into the centre of London.					
BJ	Effectively, Heathrow has been allowed to grow and grow and grow in what is fundamentally the wrong place. It is a very hard decision.		Clarity			
BJ	I accept the conservative instincts of people like Onkar [Sahota] who shudder at the idea of any dramatic change of this kind. I do understand why people feel so spooked about it in a way, but it is the right thing to do			Persuasive definition	Neutralisation (value laden discursive positions treated as if value free, through proclaiming)	2
KM	Yes, I agree. You, of course, will know that the biggest battle [Isambard Kingdom] Brunel [19th century British engineer] ever faced was on the Great Western Railway when he wanted to build the railway in sweeping arcs rather than jiggering around between little villages and towns because, he said, in 200 years' time we want them still to be using these with trains at twice the speed we travel now. Of course, we are still using the tracks that he laid down.					

Exchange L: Directness/appeals to specific feelings – clarity/spin – spin, single voiced discourse – presence of superaddressee – naturalisation – hidden polemic – stylised confirmatory question/naturalisation

Towards the end of the speech episode, LA-BJ engages in a series of exchanges with LA-KM which asserts the rightness of their shared perspectives vis-à-vis the proposed estuary airport. These exchanges seem to support the case that the proposed estuary airport is a development which would be historically significant, and the ‘right’ thing to do (i.e., naturalisation) to address the problems of airport capacity whilst also regenerating the area around the Thames Gateway.

Fig. A5.54 Directness/Appeals to specific feelings – Clarity/Spin – Spin, Single voiced discourse – presence of superaddressee – naturalisation – hidden polemic – stylised confirmatory question/naturalisation

	▼ Estuary Airport Studies ▼	Bakhtinian	Linguistic	Argumentative Devices (Monological) ▼		▼
Speaker	Utterances	Monological	Dialogical	Rhetorical Argumentative Ploys	Dialogically Contractive Discursive Closures	Score
BJ	I am fulfilling my mandate here in London, amongst which was, as you seem to have forgotten, a pledge we all made to have a better solution for aviation than a third runway at Heathrow . That is what we are doing. We have had tremendous success so far. We are putting new ideas on the map and on the landscape and actually changing the direction of this debate		Directness	Appeals to specific feelings		-1
BJ	Before we intervened and before City Hall became involved in this, there was only one question and there was only one thing people were saying: there has to be a third runway at the Sipson site. That is now dead. The Sipson site will now not happen. There are all sorts of other Heathrow proposals now and perhaps some of them better than the Sipson site; perhaps they are worse. In my view, none of them answer the fundamental question. There is also now the Gatwick solution, which is marginally better and certainly a lot better from an environmental point of view for Londoners than the Heathrow solution. To have come that far by making these arguments is a considerable achievement so far.		Clarity	Spin		-1
BJ	What we need to do is to keep going and keep making the arguments for a site that will deliver long ...term growth and prosperity for this country and enable us to compete, and that is what we are going to do	Single Voiced Discourse I (Direct unmediated discourse, lack of recognition of different perspectives)		Spin		-7
KM	Mr Mayor, you have covered the basic question I was going to ask, I guess, but I just find the whole debate depressing because it gets mired in politics with a capital P and becomes about personally attempting to damage you as if it is some kind of grandiose ...	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)				-5
BJ	I did not mind that, really.				Naturalisation (discourse positioned is reified as natural or reflecting reality)	-4
JJ	No, you are just deluded.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)				-7
KM	: ... vanity project, rather than thinking carefully about the problems of London and what possible solutions there might be. In the end, would you agree that the option of dealing with the aviation capacity that is a problem for London is actually about choosing the least worst option and that there is no option that is without negatives?	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding) (CK derived)		Confirmatory question (leads to answers that can only support a certain point)	Naturalisation (discourse positioned is reified as natural or reflecting reality)	-7

Static Analysis of Oxford Street

The following section draws out key elements within the strongly monological and strongly dialogical statements. This is then followed by an analysis of the mixed monological/dialogical utterances.

The exchanges begin with a direct and confirmatory question from LA-SK to LA-BJ, as follows:

Figure A5.55 Directness and confirmatory question

	Oxford Street Exchanges		Bakhtinian	Linguistic	Argumentative Devices (Monologic	
	Speaker	Utterances	Monological	Dialogical	Rhetorical Argumentative Ploys	Score
1		Given its high pedestrian vehicle collision rate and dangerous levels of air pollution, is it not time to pedestrianise Oxford Street		Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

Monological speech

All of the high scoring monological statements within the following exchanges involve speech by LA-BJ. Some categories with multiple hits have been drawn together, namely (1) Hidden polemic combined with direct attack or ad hominem attack (2) Use of smokescreens (3) Generalisations/Ambiguity (4) Unclear use of quantifiers/statistics and (5) Interruption.

(1) Hidden polemic combined with direct attack or ad hominem attack

The claims made by the other in dialogue in these instances are refuted by the use of a range of hostile responses which do not allow the other discursive position a full hearing.

First of all, there is an implicit rebuke to the other speaker in terms of their line of questioning.

Figure A5.56 Hidden Polemic combined with direct attack or ad hominem attack

Oxford Street Exchanges			Bakhtinian	
Speaker	Utterances	Analytical Comment	Monological	Score
BJ	You seem to imply there has been a rise in the casualty rate or collision rate at Oxford Street	Rejection of implication within confirmatory question	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	-5

Secondly, an opposing position is discounted, using the term 'complete nonsense' which is a direct denial of validity of the perspectives of the other.

This is a term also used in the weak monological utterance, included here for purposes of illustration of speech patterns.

Figure A5.57 Hidden polemic and direct attack

Oxford Street Exchanges		Bakhtinian	Argumentative Devices (Monologic	
Speaker	Utterances	Monological	Rhetorical Argumentative Ploys	Score
BJ	What I do contest is the idea that somehow London has the worst air quality of anywhere in the world. It is complete nonsense.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Direct attack	-7

Oxford Street Exchanges		Linguistic	Argumentative Devices (Monological	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
BJ	It is complete nonsense. No, average NOx monitored across busy roads in ...	Specificity	Direct attack	-1

In the following statement, the speaker discounts any questioning of the particular actions taken, by referring to failings of the previous decision makers in eliminating air pollution within the London area.

Figure A5.58 Direct attack

Oxford Street Exchanges		Bakhtinian	Argumentative Devices (Monological	
Speaker	Utterances	Monological	Rhetorical Argumentative Ploys	Score
BJ	I will not hear any lessons from the Labour Party about air quality. You did nothing about taxi age limits. Did you ever put in an age limit for taxis? No, you did not . It was this administration that did it and by the time the ULEZ comes in, we will be making sure that all new taxis have to be zero ...emission capable to go through the centre of town	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Direct attack	-7

The following statement which exhorts the other speaker to ‘stop shrieking’ imputes or implies a somewhat hysterical tone to the other’s contributions. This may be seen as a hostile response on a number of levels, and is classified under hidden polemic, ad hominem attack and an implicit subjectification of experience of the other speaker(s).

Figure A5.59 Hidden polemic, ad hominem, subjectification of experience

Oxford Street Exchanges		Bakhtinian	Argumentative Devices (Monological)		Score
Speaker	Utterances	Monological	Substantive Fallacies	Dialogically Contractive Discursive Closures	
BJ	Yes. If you will stop shrieking for a second, I will just try to go through some of the things we are doing	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Ad hominem	The subjectification of experience (simply a matter of individual opinion, as opposed to being of general social concern)	-7

Lastly, the speaker maintains dominance in the exchanges by ‘having the last word’ and at the same time, ‘naturalising’ his particular discursive position in relation to the issues under discussion.

Figure A5.60 Last word, naturalisation

Oxford Street Exchanges		Bakhtinian	Argumentative Devices (Monological)	Score
Speaker	Utterances	Monological	Dialogically Contractive Discursive Closures	
BJ	It is, of course	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)	Naturalisation (discourse positioned as reified as natural or reflecting reality)	-7

(2) The use of ‘smokescreens’ are employed within the exchanges in moving the discussion away from core issues under discussion, and on to other peripheral matters, which break the discursive flow. The first exchange outlined below includes the initial statement and the subsequent responses which serve to distract from the material issues.

Figure A5.61 Groups of utterances: use of smokescreens

Oxford Street Exchanges		Bakhtinian	Linguistic	Score
Speaker	Utterances	Dialogical	Monological	
SK	Sadly, when this was pointed out by a King's College scientist recently, your response was to take to Twitter with expletives and to say that this was 'bollocks'	Reported Speech or Active Double Voicedness	Irony	1

Oxford Street Exchanges		Bakhtinian	Argumentative Devices (Monologic)	
Speaker	Utterances	Monological	Rhetorical Argumentative Ploys	Score
BJ	That was your word, not mine, by the way	Dialogic Stance: The Clown	Smokescreen (changing the subject)	-7

Oxford Street Exchanges		Bakhtinian	Argumentative Devices (Monologic)	
Speaker	Utterances	Monological	Rhetorical Argumentative Ploys	Score
BJ	I put asterisks in it	Dialogic Stance: The Clown	Smokescreen (changing the subject)	-7

In the following exchanges, the speaker interrupts a line of specific questioning from other speakers by appealing to the chairperson to control the interventions of these speakers.

Figure A5.62 Groups of utterances: smokescreen

Oxford Street Exchanges		Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
BJ	Chair, through you, it is very difficult to answer these questions if I am going to be continually interrupted and I look to you to exercise some authority	Directness	Smokescreen (changing the subject)	-1

Oxford Street Exchanges		Linguistic		Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Monological	Rhetorical Argumentative Ploys	Score
BJ	I could not hear the last question because it was being shouted.		Irony	Smokescreen (changing the subject)	-4
CP	Oh, dear		Irony		-3

(3a) Generalisations: the discussion of broad points to respond to specific points raised by other speakers also features within this speech episode.

Figure A5.64 Groups of utterances: generalisation

Oxford Street Exchanges		Bakhtinian	Linguistic	Score
Speaker	Utterances	Monological	Monological	
BJ	that nitrous oxide is down by a third in the last two years as a result of bringing in the New Bus and we are continuing with a programme of bringing in new technology, which is enabling us to have much better air quality. I do not want in any way to minimise the importance of this issue, but we are bringing in abundant measures to tackle it.	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)	Generalisations	-6

Oxford Street Exchanges		Linguistic		Score
Speaker	Utterances	Dialogical	Monological	
BJ	and there have been very substantial reductions in pollution		Ambiguity	-3

Oxford Street Exchanges			Linguistic	Score
Speaker	Utterances			
SK	and probably any road in the UK		Generalisations	-3

3 (b) Ambiguity: there are ongoing ambiguities around the use of the umbrella term nitrogen oxides (i.e. NO_x) as opposed to the more specific use of the term nitrogen dioxide (NO₂).

Figure A5.65 Groups of utterances: ambiguity

Oxford Street Exchanges			Linguistic	
Speaker	Utterances	Analytical Comment	Monological	Score
BJ	As I said, that will result in very, very substantial falls in NO _x , in PM10s, in particulates less than 2.5 microns in diameter (PM2.5s) and in CO ₂ . The ULEZ will reduce CO ₂ emissions by 12% from London's vehicle fleet. That is a fantastic thing, but it is on top of what we have already done. By the way, on NO _x emissions in this city, we have halved ...	Returns to discussion of Nitrogen Oxide (Nox) emissions rather than Nitrogen Dioxide emissions - see previous clarifications on Lines 28 - 31. Returns to claims re London buses.	Ambiguity	-3

Oxford Street Exchanges		Bakhtinian	Linguistic	Score
Speaker	Utterances	Monological	Monological	
BJ	that nitrous oxide is down by a third in the last two years as a result of bringing in the New Bus and we are continuing with a programme of bringing in new technology, which is enabling us to have much better air quality. I do not want in any way to minimise the importance of this issue, but we are bringing in abundant measures to tackle it.	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)	Generalisations	-6

- (4) Unclear use of quantifiers/statistics: the following two statements incorporate some unclear use of statistical evidence. In the first instance, the speaker refers to a reduction in pedestrians killed or seriously injured, but does not clarify whether this is a relative or an absolute figure (i.e. 60% reduction relative to the growth in the previous 10 years, or in absolute terms over the last 10 years)

Figure A5.66 Groups of utterances: unclear use of quantifiers/statistics

Oxford Street Exchanges			Linguistic		Score
Speaker	Utterances	Analytical Comment	Dialogical	Monological	
BJ	Actually, there has been a 60% reduction in pedestrians killed or seriously injured (KSIs) over the last ten years	Relative claim of reduction in overall number of events, but unclear on absolute figures		Unclear use of quantifiers/statistics	-3

In the second statement, the speaker does not make it clear whether the reduction in NOx refers to a reduction of emissions by buses, or a reduction in the NOx monitored pollution levels on Oxford Street.

Oxford Street Exchanges			Linguistic	Score
Speaker	Utterances	Analytical Comment	Monological	
BJ	That has reduced mono ...nitrogen oxides (NOx) by 33% overall in the last two years	Does this imply a reduction in Nox of 33% in Oxford Street? Or a 33 % reduction of Nox emissions by buses?	Unclear use of quantifiers/statistics	-3

(5) Interruption: the exchanges also incorporate ongoing interruptions of the other speaker, which seem indicative of discursive frustrations between speakers.

Figure A5.67 Groups of utterances: interruption

Oxford Street Exchanges		Linguistic	Score
Speaker	Utterances	Monological	
SK	That still will not bring it within legal limits and actually measured values in Oxford Street have remained constant	Interruption	-3
BJ	There is one ...	Interruption	-3

Oxford Street Exchanges		Linguistic	Score
Speaker	Utterances	Monological	
BJ	I am sorry ...	Interruption	-3

Oxford Street Exchanges		Linguistic	Score
Speaker	Utterances	Monological	
SK	Thank you, Chair. I am out of time	Interruption	-3

Oxford Street Exchanges		Linguistic	Score
Speaker	Utterances	Monological	
SK	Mr Mayor, thank you for that, sir. I appreciate it but I am now out of time, so ...	Interruption	-3

Dialogical Speech

There is very little within this overarching speech episode which may be classified as highly dialogical, but the following statements include references to other perspectives combined with a directness which brings both clarity and material information to the discussion in terms of proposal for any pedestrianisation of Oxford Street. There are a series of statements incorporating qualities of clarity, specificity and directness which serve to shed further light on the issues under discussion.

The statements are segmented according to the qualities of (1) Clarity, specificity, directness, and (2) Clear use of quantifiers/statistics.

Figure A5.68 Groups of utterances: clarity, specificity, directness

Oxford Street Exchanges		Bakhtinian		Linguistic	
Speaker	Utterances	Monological	Dialogical	Dialogical	Score
BJ	By the way, I continually raise this with the New West End Company (NVEC) and with the businesses there and Victoria [Borwick] I know has done a lot of work on this, but I am afraid the regrettable fact is that that is not really what they want . If you were to pedestrianise Oxford Street, it would not be the right thing in planning terms. What would happen, unfortunately, is that the street would start to take on a very different character. It would not necessarily be for the better		Polyphonic Perspective	Directness	5

Oxford Street Exchanges		Bakhtinian	Linguistic	
Speaker	Utterances	Monological	Dialogical	Score
BJ	Yes.		Directness	3
BJ	First of all, in the big picture, yes, Oxford Street ... and I cycle down it a lot ... is still polluted. No one is going to contest that .		Clarity	3

Oxford Street Exchanges		Linguistic	
Speaker	Utterances	Dialogical	Score
BJ	I do not think that pedestrianisation is the answer because what you would have to do	Directness	3

Oxford Street Exchanges		Linguistic	
Speaker	Utterances	Dialogical	Score
BJ	The buses would be sent down Wigmore Street or another parallel street, where you would reproduce the same problem . We have taken a lot of buses out of Oxford Street . What we are doing is moving towards an ULEZ in the whole city. That will actually reduce NOx ...	Clarity	3

Oxford Street Exchanges		Linguistic	
Speaker	Utterances	Dialogical	Score
MQ	I am not talking just about buses here. I am talking about all the diesel products	Specificity	3

Oxford Street Exchanges		Linguistic	
Speaker	Utterances	Dialogical	Score
SK	Mr Mayor, with respect, it is not nonsense that London has the highest level of NO2 pollution	Directness	3

Oxford Street Exchanges		Linguistic	
Speaker	Utterances	Dialogical	Score
MQ	Just look at what you have available that you have not done so far: Low Emission Zone (LEZ) phase five to all other vehicles apart from buses	Specificity	3

In the following statements, quantifiers and statistics are used precisely, which throws material light on the issues under discussion.

Figure A5.69 Groups of utterances: clear use of quantifiers/statistics

Oxford Street Exchanges		Linguistic		Score
Speaker	Utterances	Dialogical	Monological	
BJ	There has been a 20% reduction in buses along Oxford Street, which is something the council in particular was keen to see	Clarity		3

Oxford Street Exchanges		Linguistic		Score
Speaker	Utterances	Dialogical	Monological	
SK	It is also the case that Oxford Street has consistently the highest level of measurement for nitrogen dioxide (NO2) of any road monitoring station not just in the UK but anywhere in the world	Specificity		3

Oxford Street Exchanges		Linguistic	
Speaker	Utterances	Dialogical	Score
SK	Mr Mayor, with respect, that is not the case. Can I give you the figures from King's College London? The mean average NO2 measurement in Oxford Street was 135 micrograms per cubic metre. Set against the legal limit of 40 micrograms, 135 micrograms is almost three and a half times the legal limit. The highest recording of any monitoring station anywhere else in Europe is 94 micrograms. That is significantly less than Oxford Street and I have to say that from the measurements in India, the highest recording in Mumbai or Delhi in 2010 was 62 micrograms	Clear use of quantifiers/statistics	3
SK	That is why we have the worst pollution in NO2 terms of any city in the world, and Oxford Street has the highest level recorded anywhere on the planet. Mr Mayor, instead of denying the evidence, we need measures to deal with it.	Specificity	3

Oxford Street Exchanges		Linguistic		Score
Speaker	Utterances	Dialogical	Monological	
BJ	You talk about nitrous oxide. Since I have been Mayor, the number of people living in areas of excess NO ₂ has gone down from 3.6 million to 1.7 million, from memory	Specificity		3
BJ	We have virtually halved exposure to excess NO _x . We have cut NO _x emissions by 20%. We have cut PM ₁₀ s and PM _{2.5} s by 15%.	Specificity		3

Mixed Monological/Dialogical Speech

As with the other speech episodes, there are a number of mixed statements, with a monological or dialogical predominance. Particular patterns of speech usage are highlighted within this overarching category and in this instance the predominance of confirmatory questions was notable.

Thus the following ‘questions’ contain embedded answers within, pointing the respondent to a particular form of response and as such, do not contribute to an open form of dialogue. However, they have been classified as mixed monological in that the first two statements directly state the speaker’s perspective, the third cites statistical evidence, whilst the last speaker also seeks clarification of other perspectives.

Figure A5.70 Groups of utterances: use of confirmatory questions

	Oxford Street Exchanges	Linguistic	Argumentative Devices (Monological	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
	Given its high pedestrian vehicle collision rate and dangerous levels of air pollution, is it not time to pedestrianise Oxford Street	Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

	Oxford Street Exchanges	Linguistic	Argumentative Devices (Monological	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
SK	Should your response not be, Mr Mayor, to take firm action to make Oxford Street, which is London's prime shopping district, a safe and clean environment for Londoners?	Directness	Confirmatory question (leads to answers that can only support a certain point)	-1

	Oxford Street Exchanges	Linguistic	Argumentative Devices (Monological	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
SK	Mr Mayor, despite any measures to reduce the amount of NOx being produced by buses, and you have made some measures to fit filters to some buses to reduce the amount of NO2, the reality is that at three and a half times the legal safe limit for NO2, the only way of getting anywhere near the legal limit is going to be to withdraw diesel vehicles from that road altogether. Is that not the only way we are going to make this road safe? Is that not the only answer, Mr Mayor?	Clear use of quantifiers/statistics	Confirmatory question (leads to answers that can only support a certain point)	-1

	Oxford Street Exchanges	Linguistic	Argumentative Devices (Monological	
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
MQ	Why do you not just get on with implementing phase five of the Low Emission Zone? It is a simple solution that you can do here from City Hall. It is within your means and you have seen fit not to do that.	Seeking clarification on alternative perspectives	Confirmatory question (leads to answers that can only support a certain point)	-1

Dynamic Analysis

Exchange M: Distractions and Smokescreens

Irony – last word – directness – the clown – specificity – the clown – directness – clarity – humour – directness – irony - clarity

There follows a series of exchanges as to whether a speaker had used expletives in his Twitter post or not, when referring to the published findings around NO₂ levels on Oxford Street. These exchanges use up the available time to examine the material issues which have been raised.

Fig. A5.71 Distractions and Smokescreens

Oxford Street Exchanges		Bakhtinian	Linguistic		
Speaker	Utterances	Monological	Dialogical	Monological	Score
SK	Sadly, when this was pointed out by a King's College scientist recently, your response was to take to Twitter with expletives and to say that this was 'bollocks'			Irony	1
BJ	It is, of course	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)			-7
SK	Is not the answer actually that it is extremely dangerous		Directness		-1
BJ	That was your word, not mine, by the way	Dialogic Stance: The Clown			-7
JJ	I think you will find it was yours.		Specificity		3
BJ	I put asterisks in it	Dialogic Stance: The Clown			-7
SK	You did put an asterisk in but I ...		Directness		-1
DJ	He said "asterisks"!		Clarity		3
BJ	He did not say "asterisks"! I heard two vowels there!		Humour		-1
SK	Chair, I will withdraw the expletive ...		Directness		3
RE	Thank you. It is good when Members control themselves without requiring me to do it			Irony	-3
SK	but I was merely pointing that that the Mayor's response to this was to take to Twitter with expletives		Clarity		3

Exchange N: Clarifications around the use of scientific terminology

Hidden polemic/direct attack – directness – specificity/direct attack – specificity – specificity – specificity – specificity – vagueness – clear use of quantifiers/statistics/specificity

As outlined within the static analysis, some of the exchanges become somewhat confused, mainly in terms of the use of the terms nitrous oxide and nitrogen dioxide, and this confusion is an issue which arises a number of times during the course of the speech episode.

Fig. A5.72 Clarifications around the use of scientific terminology

Oxford Street Exchanges		Bakhtinian		Linguistic		Argumentative Devices (Monological)	Score
Speaker	Utterances	Monological	Dialogical	Dialogical	Monological	Rhetorical Argumentative Ploys	
BJ	What I do contest is the idea that somehow London has the worst air quality of anywhere in the world. It is complete nonsense.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)				Direct attack	-7
SK	Mr Mayor, with respect, it is not nonsense that London has the highest level of NO2 pollution			Directness			3
BJ	It is complete nonsense. No, average NOx monitored across busy roads in ...			Specificity		Direct attack	-1
CP	It is not NOx.			Specificity			3
SK	I did not say "NOx", did I, Mr Mayor? I said "nitrogen dioxide". Do you understand the difference?			Specificity			3
BJ	Nitrogen dioxide, NO2?			Specificity			3
SK	NO2.			Specificity			3
BJ	NO2 across monitoring sites near busy roads in Stuttgart, Paris, Munich, Rome and Milan are all higher than London. Mexico City's levels are nearly double those of London.				Vagueness		-3
SK	Mr Mayor, with respect, that is not the case. Can I give you the figures from King's College London? The mean average NO2 measurement in Oxford Street was 135 micrograms per cubic metre. Set against the legal limit of 40 micrograms, 135 micrograms is almost three and a half times the legal limit. The highest recording of any monitoring station anywhere else in Europe is 94 micrograms. That is significantly less than Oxford Street and I have to say that from the measurements in India, the highest recording in Mumbai or Delhi in 2010 was 62 micrograms			Clear use of quantifiers/statistics			3
SK	That is why we have the worst pollution in NO2 terms of any city in the world, and Oxford Street has the highest level recorded anywhere on the planet. Mr Mayor, instead of denying the evidence, we need measures to deal with it.			Specificity			3

Fig. A5.73 Clarifications around the use of scientific terminology

Oxford Street Exchanges		Bakhtinian	Linguistic		
Speaker	Utterances	Monological	Dialogical	Monological	Score
BJ	By the time that comes in, it will reduce NO _x by 47%, particulates less than 10 microns in diameter (PM ₁₀ s) by 58% and carbon dioxide (CO ₂) emissions by 12%. That will take us very, very close to meeting all our requirements under EU law. I will just repeat ...	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)	Clarity		-2
SK	Mr Mayor, thank you for that, sir. I appreciate it but I am now out of time, so ...			Interruption	-3
BJ	that nitrous oxide is down by a third in the last two years as a result of bringing in the New Bus and we are continuing with a programme of bringing in new technology, which is enabling us to have much better air quality. I do not want in any way to minimise the importance of this issue, but we are bringing in abundant measures to tackle it.	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)		Generalisations	-6

Exchange O: Clear rationale for opposing pedestrianisation of Oxford Street

Clear use of quantifiers/statistics/ confirmatory questions – directness – directness - directness

In the following exchange the speaker explains why he considers the pedestrianisation of Oxford Street undesirable, and he provides a clear rationale for these perspectives. This adds some useful material content to the overall discussion.

Fig. A5.75 Clear use of quantifiers /statistics

Oxford Street Exchanges		Linguistic	Argumentative Devices (Monological	Score
Speaker	Utterances	Dialogical	Rhetorical Argumentative Ploys	
SK	Mr Mayor, despite any measures to reduce the amount of NOx being produced by buses, and you have made some measures to fit filters to some buses to reduce the amount of NO2, the reality is that at three and a half times the legal safe limit for NO2, the only way of getting anywhere near the legal limit is going to be to withdraw diesel vehicles from that road altogether. Is that not the only way we are going to make this road safe? Is that not the only answer, Mr Mayor?	Clear use of quantifiers/statistics	Confirmatory question (leads to answers that can only support a certain point)	-1
BJ	I do not think that pedestrianisation is the answer because what you would have to do	Directness		3
BJ	By the way, I continually raise this with the New West End Company (NWECC) and with the businesses there and Victoria [Borwick] I know has done a lot of work on this, but I am afraid the regrettable fact is that that is not really what they want. If you were to pedestrianise Oxford Street, it would not be the right thing in planning terms. What would happen, unfortunately, is that the street would start to take on a very different character. It would not necessarily be for the better	Directness		5
BJ	The buses would be sent down Wigmore Street or another parallel street, where you would reproduce the same problem. We have taken a lot of buses out of Oxford Street. What we are doing is moving towards an ULEZ in the whole city. That will actually reduce NOx ...	Clarity		3

Exchange P: Smokescreen/ad hominem attack

Specificity – specificity – specificity – directness – hidden polemic/smokescreen – directness – hidden polemic/smokescreen - directness

Within the following exchange, the speaker clearly outlines a range of achievements with regards to air pollution, citing a range of measures and statistics which suggest huge improvements. He then acknowledges the hard work of assembly member MQ in tackling the issue of air pollution. However, he then expresses puzzlement about people who seek to denigrate London by suggesting that the problem of air pollution is much worse than it actually is. There appears to be an implied personal criticism here on those speakers who have raised these issues and who have made these claims based on scientific studies. These last exchanges do not appear to add anything to the overall debate on this important issue and seem to seek to question the individuals who propose these views without addressing material issues raised.

Fig. A5.74 Smokescreen/ad hominem attack

Oxford Street Exchanges			Bakhtinian	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Analytical Comment	Monological	Dialogical	Rhetorical Argumentative Ploys	Score
MQ	Just look at what you have available that you have not done so far. Low Emission Zone (LEZ) phase five to all other vehicles apart from buses			Specificity		3
BJ	You talk about nitrous oxide. Since I have been Mayor, the number of people living in areas of excess NO ₂ has gone down from 3.6 million to 1.7 million, from memory	Refers to both nitrous oxide and nitrogen dioxide		Specificity		3
BJ	We have virtually halved exposure to excess NO _x . We have cut NO _x emissions by 20%. We have cut PM10s and PM2.5s by 15%.	Again, referrals to Nox rather than NO ₂		Specificity		3
BJ	I am not complacent about it and I appreciate the work that you do on this, Murad, and I appreciate the support that you give to people who fight for better air quality.			Directness	Appeals to specific feelings	-1
BJ	However, this is something where we are absolutely determined to make London an exemplar city in the rest of the world. I do find it mystifying when people seek to denigrate London ...	Hyperbole again - 'exemplar city'	Hidden Polemic (Striking a polemical blow at the other's discourse on the		Smokescreen (changing the subject)	-7
MQ	I have not done that			Directness		3
BJ	and to say that we have worse air quality than other cities, which is patently not the case.		Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Smokescreen (changing the subject)	-7
MQ	I have not done that at all.			Directness		3

Static Analysis of Public Accounts Committee

Strong Monological Speech (-7,-6, -5)

The following exchanges incorporate a range of speech practices which draw upon strongly monological speech devices. These are briefly described to demonstrate the classifications which have been applied in these contexts.

The repetitive aspects of the utterances seem also to produce a corresponding or mirrored repetition from the opposing speakers, resulting in some stasis, and at particular points, flashes of irritation, between speakers, illustrated by utterances from PACMP - MH, PACMP - RB and PACFCA-MW.

The first strongly monological utterance is made by PACMP -MH, who poses a question which is both confirmatory and also informed by the presence of a third party, in this case the 'public' who is framed as sanctioning and validating the speech utterance.

Figure A5.76 Confirmatory questions, presence of superaddressee

Speaker	PAC - Royal Mail IPO		Bakhtinian	Argumentative Devices (Monological)				
	Utterances	Analytical Comment	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACMP - MH	we the taxpayer lost on day one £750 million, so I think there is a pretty substantial public interest for you to assure us, and through us the public, as to the appropriateness of the regulatory regime in which this deal was launched on to the exchange	"We the taxpayer" implies views representative of the taxpayer	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)	Confirmatory question (leads to answers that can only support a certain point)				-7

The second strongly monological utterance is classified as both a hidden polemic and a direct attack, it that it makes reference to the lack of incentive on the part of some of the sellers and advisors involved in the deal to refer themselves to the FCA in relation to any questions on this IPO. The comments made by PACMP - RB make this point in quite a strong fashion, through the use of metaphor, for example, the parties are ‘sitting pretty’. This is classified as partly a ‘hidden polemic’ as it does not clarify why the speaker is making this inference.

Figure A5.77 Hidden polemic and direct attack

Speaker	PAC - Royal Mail IPO		Bakhtinian	Argumentative Devices (Monological)				
	Utterances	Analytical Comment	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACMP - RB	Well, you wouldn't, would you, because they are sitting very pretty.		Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Direct attack				-7

The third monological utterance again employs a hidden polemic in suggesting that some of the financial parties involved in the deal had made a 'great big killing on day one when [the share price] went up 38%'. This utterance again uses metaphor and is also classified as designed to appeal to specific feelings.

Figure A5.78 Hidden polemic, appeals to specific feelings

Speaker	PAC - Royal Mail IPO		Bakhtinian	Argumentative Devices (Monological)				
	Utterances	Analytical Comment	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACMP - MH	I think for you to make that judgment you would know who benefited from that initial allocation of shares on the day of the launch, and therefore who made a great big killing on day one when it went up 38%. You would need to know that, and you would need to know their relationship with the banks	Appeal to emotions through use of metaphor: "a great big killing"	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Appeals to specific feelings				-7

The following utterance again engages in both a hidden polemic and a direct attack. There is an implied attack on the other's discursive position, in questioning what would qualify as 'unusual' in the context of share price movements, but also a direct attack in the way in which the direct question is posed, implying that the criteria for what may be classed as unusual share price movements is not ideal.

Figure A5.79 Hidden polemic and direct attack

Speaker	PAC - Royal Mail IPO		Bakhtinian	Argumentative Devices (Monological)				
	Utterances	Analytical Comment	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACMP - MH	And what is unusual share price movement if not 38%, as compared what all the other IPOs? What level would it have to have been? Fifty per cent?		Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Direct attack				-7

The last strongly monological statement is made by PACMP-AMc who suggests that the discussion is not producing optimal levels of clarity and understanding and uses the metaphor that it is like ‘swimming through treacle’. There is a strong sense in this utterance that the speaker expects particular discursive outcomes, and is experiencing some frustration that these outcomes are not forthcoming, namely, a clearer understanding of what would prompt the FCA to investigate a deal, and within this, some recognition that the Royal Mail IPO may need further investigation.

Figure A5.80 Hidden polemic, confirmatory question

Speaker	PAC - Royal Mail IPO		Bakhtinian	ative Devices (M	
	Utterances	Analytical Comment	Monological	Rhetorical Argumentative Ploys	Score
PACMP - Amc	It is like swimming through treacle here this afternoon, frankly. I am not quite sure what it takes to ring the alarm bells, because you have not given us any real indication about how the regulations work in terms of your alarm bells being jangled. We have been talking about this for the best part of 40 minutes and I do not think, unless I have misinterpreted some of the questions, that some of my colleagues understand either. What rings your alarm bells if you do not know what you do not know because you do not want to know it?	alarm bells	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)	Confirmatory question (leads to answers that can only support a certain point)	-7

The following sections incorporate categorisations of speech, illustrating patterns of interactions focusing on: (1) Groups of utterances - generalisations and monovoiced (2) Groups of utterances - use of repetition combined with monovoiced, hidden polemic or presence of superaddressee (3) Groups of utterances - irony, hidden polemic, repetition

(1) Groups of utterances - generalisations and monovoiced

Figure A5.81 Groups of utterances - generalisations and monovoiced

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
	Utterances	Monological	Dialogical	Monological	Score
PACFCA-MW	The book-building model, which has been adopted in London for many, many years and has been very successful, always relies upon finding a set of investors who are prepared to give an indication at an early stage as to their likely appetite within a particular price range. That is as normal. That is how the market operates	Monovoiced		Generalisations	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
	Utterances	Monological	Dialogical	Monological	Score
PACFCA-MW	We do not routinely investigate every IPO on the market.	Monovoiced		Generalisations	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
PACFCA-MW	The aim of the asset managers who were allocated the shares is to act in the best interests of their clients, so whatever intentions were created by the seller, an asset manager has a fiduciary responsibility to its clients.	Monovoiced		Generalisations	-6
PACFCA-MW	Well, again, they were the objectives of the sale. That may be what a selling entity—the Government in this case—wants to achieve, but a healthy secondary market has to allow buyers and sellers to interact.	Monovoiced		Generalisations	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
PACFCA-MW	Again, as I have said, because these structures always invariably have banks that will have asset management arms as part of the business, we know—and the banks know—that they have to be independent and able to give independent advice. There is nothing that we have heard that suggests that they didn't.	Monovoiced		Generalisations	-6
PACFCA-MW	That book-building process has been the model for London for 20- odd years. London is very successful as an equity-raising centre. Companies like that, because it provides certainty about issuing shares	Monovoiced		Generalisations	-6
PACFCA-MW	No one wants to be left with an overhang—that is the death knell for any company coming to market. There is a trade-off, therefore, that you leave something on the table if you are trying to get that away. That is the model that has evolved; it appears to have served London very well and been very successful.	Monovoiced		Generalisations	-6
PACFCA-MW	Well, as you will know, the orders were somewhat inflated by people feeling that they would get scaled down anyway, so it is quite hard to make an exact correlation	Monovoiced		Generalisations	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
PACFCA-MW	Our incentives are set by statute: to provide the appropriate level of protection to ensure competition in the market and to ensure market integrity.	Monovoiced		Generalisations	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
	Utterances	Monological	Dialogical	Monological	Score
PACFCA-MW	It is not a precise number. It is based on our judgment	Monovoiced		Vagueness	-6

(2) Groups of utterances - use of repetition combined with monovoiced, hidden polemic or presence of superaddressee

Fig. A5.82 Groups of utterances - use of repetition combined with monovoiced, hidden polemic or presence of superaddressee

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
	Utterances	Monological	Dialogical	Monological	Score
PACFCA-MW	As I explained to you earlier: if there was information in the market—if people were operating on non-public information—that would be something that we would look into.	Monovoiced		Repetition	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
PACFCA-MW	What I have said is that there is insufficient evidence for us to suggest that there is a breach. That is completely separate from the way you have characterised it.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Repetition	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
PACFCA-MW	We have not instigated any investigation, as I said at the start. We have not gone out and looked specifically for data on this.	Monovoiced		Repetition	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
PACFCA-MW	Our curiosity is always exercised by what we see in the market. We have to put our resources on the areas where we think there has been a potential for misconduct in the market. There is nothing in this instance that suggests that that has been the case	Monovoiced		Repetition	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	
PACMP - MH	In those instances, don't you think it behoves you to satisfy the public interest, or those of us who feel that public interest, that there was no breach in this particular case?	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)	Repetition	-6

(3) Groups of utterances - irony, hidden polemic, repetition

Figure A5.83 Groups of utterances - irony, hidden polemic, repetition

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
	Utterances	Monological	Dialogical	Monological	Score
PACMP - RB	Was it disproportionate? Did they favour their friends, in a crude caricature? That is a question to which most people would like an answer, but you do not even sound curious about it.	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)		Irony	-6

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
	Utterances	Monological	Dialogical	Monological	Score
PACMP - MH	I understand the rules. The issue here is whether those rules were adhered to	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)			-5

Speaker	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
PACFCA-MW	What I have said is that there is insufficient evidence for us to suggest that there is a breach. That is completely separate from the way you have characterised it.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Repetition	-6

Medium Monological (-3, -4)

The Medium Monological section shows a whole series of utterances which may be classified as comprising generalisation or somewhat vague answers to questions posed.

The following utterance by FCA-PACFCA-MW sums up, to a large extent, a general tone which informs a good deal of the answers of both FCA-PACFCA-MW and FCA-PACFCA-WA, especially in the early part of the exchanges, namely a quality of verbal carefulness. The sections below this list the range of instances and examples of answers which are classified under the categories of (1) Groups of utterances-generalisations and ambiguity (2) Groups of utterances - vagueness.

(1) Groups of utterances-generalisations and ambiguity

Figure 5.84 Groups of utterances-generalisations and ambiguity

Speaker	PAC - Royal Mail IPO	Linguistic	ative Devices (Mo	
	Utterances	Monological	Rhetorical Argumentative Ploys	Score
PACFCA-MW	I want to be careful about what I am answering	Ambiguity		-3

Speaker	PAC - Royal Mail IPO		Bakhtinian	Linguistic	
	Utterances	Analytical Comment	Monological	Monological	Score
PACFCA-MW	Whatever the figure, there clearly was excess demand, and in an excess demand situation, you have the ability to say, "Do I want to re-price to take advantage of that?"			Generalisations	-3

Speaker	PAC - Royal Mail IPO		Bakhtinian	Linguistic	
	Utterances	Analytical Comment	Monological	Monological	Score
PACFCA-MW	As I have said, we read the Report and there is nothing that we have seen—			Generalisations	-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	Argumentative Devices (Monological)			
	Utterances	Monological	Monological	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-WA	I can give you an idea. On insider dealing, for example—		Generalisations				-4

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	Argumentative Devices (Monological)			
	Utterances	Monological	Monological	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-WA	Well, it is still around a conflict of interest		Generalisations				-4

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	Argumentative Devices (Monological)			
	Utterances	Monological	Monological	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-WA	I think your point, then, is around incentives and how they incentivise		Generalisations				-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	Argumentative Devices (Monological)			
	Utterances	Monological	Monological	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-WA	And in terms of regulatory actions, we have taken actions—not necessarily wholesale ones, but where individuals have been incentivised in a certain way		Generalisations				-3

Speaker	PAC - Royal Mail IPO	Linguistic	Argumentative Devices (Monological)				
	Utterances	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-MW	No, we cannot say that because we have not done the investigation, but for us to do an investigation, we would have to believe that something went wrong in this case	Generalisations					-3

Speaker	PAC - Royal Mail IPO	Linguistic	Argumentative Devices (Monological)				
	Utterances	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-MW	I believe that that was the intention, or one of the intentions.	Generalisations					-3

Speaker	PAC - Royal Mail IPO	Linguistic	Argumentative Devices (Monological)				
	Utterances	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-MW	Again, I am only going on the report that I have seen	Generalisations					-3

(2) Groups of utterances - vagueness.

Figure A5.85 Groups of utterances - vagueness

Speaker	PAC - Royal Mail IPO	Linguistic	Argumentative Devices (Monological)				
	Utterances	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-MW	There are a number of fines.	Vagueness					-3
PACFCA-WA	There is. I am not sure about UBS, but Goldman's was subjected to regulatory action in the US.	Vagueness					-3

Speaker	PAC - Royal Mail IPO	Linguistic	Argumentative Devices (Monological)				
	Utterances	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-WA	I can't remember if there was corresponding UK action as well—as to where the locus of it was—but it was on the conflict matter.	Vagueness					-3

Speaker	PAC - Royal Mail IPO	Linguistic	Argumentative Devices (Monological)				
	Utterances	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-WA	I have something, but I don't have—I can give you one example of where we imposed a fine of more than £8 million against an asset manager.	Vagueness					-3

Speaker	PAC - Royal Mail IPO	Linguistic	Argumentative Devices (Monological)				
	Utterances	Monological	Rhetorical Argumentative Ploys	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-WA	No, I don't think so.	Vagueness					-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	
	Utterances	Monological	Monological	Score
PACFCA-MW	You minimise the risk to the banks. There is a very short window when they take on risk—		Vagueness	-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	
	Utterances	Monological	Monological	Score
PACFCA-MW	There is a very small window in which I believe they are.		Vagueness	-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	
	Utterances	Monological	Monological	Score
PACFCA-MW	I think that the underwriting risk is literally down to non-payment of an order. It is a very tiny underwriting risk		Vagueness	-3

Speaker	PAC - Royal Mail IPO		Bakhtinian	Linguistic	
	Utterances	Analytical Comment	Monological	Monological	Score
PACFCA-MW	Again, because I do not have the figures before me, I cannot give you -			Vagueness	-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	Argumentative Devices (Monological)			
	Utterances	Monological	Monological	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-WA	Again, I do not have that information		Vagueness				-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	Argumentative Devices (Monological)			
	Utterances	Monological	Monological	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-MW	Sorry, it is just that I don't have it in my head at the moment. We will write to you		Vagueness				-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	Argumentative Devices (Monological)			
	Utterances	Monological	Monological	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-MW	Well, as I have said, I apologise that I do not have the information here. There will be cases that we can give you. Unfortunately, we may not be able to give them to you verbally now		Vagueness				-3

Speaker	PAC - Royal Mail IPO	Bakhtinian	Linguistic	Argumentative Devices (Monological)			
	Utterances	Monological	Monological	Substantive Fallacies	Questionable argument techniques	Dialogically Contractive Discursive Closures	Score
PACFCA-MW	I am pretty sure that there will be, relating not to price in the way that you have discussed, but to management of conflicts of interests and incentives		Vagueness				-3

Strong Dialogical Speech (+5)

In terms of more dialogically oriented speaking practices, the first section shall discuss the ‘strongly’ dialogical (+5) and the next section the ‘medium’ dialogical (+4,+3).

The utterances are here separated into major groups, namely by: (1) Polyphonic speech (2) Reported Indirect Speech and Direct Speech (3) Loopholes.

(1) Polyphonic speech

In the following utterance, the speaker acknowledges that both the NAO and the PAC have a remit to examine any potential cost (loss) to the exchequer on this deal.

Figure A5.86 Groups of utterances - polyphonic perspective

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACFCA-MW	You and the NAO have looked at the potential cost to the Exchequer, and that is entirely right; that is where that inquiry belongs			Polyphonic Perspective	Specificity	5

The speaker also responds to implications around the lack of incentive for banks to report possible breaches by suggesting that banks have a regulatory duty to do so. In this context, his speech is polyphonic in the context of a recognition and awareness of different readings of the issues under consideration, and a move to correct what he regards as a mistaken reading.

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACFCA-MW	Well, if I can come back to your first point. You said we would not have issues raised because they are sitting pretty, but we would because they have an obligation to report to us anything which is suspicious, so both the adviser and the asset manager, if they felt there was something untoward in the process, have a positive obligation.	Lack of recognition in this perspective that the adviser and asset manager may not be incentivised to raise such issues		Polyphonic Perspective	Specificity	5

The speaker, in the following utterance, takes the position of the other, in interpreting the needs of the issuing bank to get this share offering off the ground successfully. He suggests that there is a trade-off to be made between achieving a full take up of the shares and setting a fair price. A higher risk approach would set a higher price, and risk a low take up, while a lower risk approach would set a lower price to ensure full take up.

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACFCA-MW	For most issuers there is a trade-off between maximising price and the certainty of selling all the shares. People take different decisions about where they want that trade-off point to be. Simply the fact that a share offer has gone to a higher premium than previous offers does not itself raise alarm bells for us. There would have to be other considerations.			Polyphonic Perspective	Clarity	5

(2) Reported Indirect Speech and Direct Speech

The following statements by PACMP- AM draws on an OFT report to make a point re potential conflict of interests within the financial services market, and seeks clarification as to why the FCA did not choose to investigate this issue any further

Fig. A5.87 Groups of Utterances - Reported Indirect Speech

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACMP - AM	The Office of Fair Trading did a market study in 2011 and identified the potential for conflict of interest in circumstances like the provision of equity of the writing services and the sales distribution service. A problem is identified there. I take it that there was no further investigation and you did not do anything about that			Reported Indirect Speech	Seeking clarification on alternative perspectives	5

Further indirect speech and specificity around points made are illustrated by PACMP - MH. In these utterances this speaker makes the point that although there were large pre-orders for the shares (indicating that the share price might possibly have been set too low) the advising syndicate of banks advised against increasing the share price.

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACMP - MH	What has surprised me about what you are saying—I have taken this all from the NAO Report—is that there were various points at which the syndicate that also had asset management arms in their business took a view on the price. Their advisers, if I can get the—			Reported Indirect Speech	Specificity	5

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACMP - MH	Yet, this syndicate of banks, when asked by the Department in the few days before, “Shouldn’t the price go up?”—I think it suggested by 20p or something; a tiny bit—said, “Don’t go up, because it would upset the momentum.” That was, in effect, what they said.			Reported Speech Direct	Specificity	5

PACFCA-MW offers some clarity in relation to his understandings around how and why the share price was not repriced to reflect pre order demand, suggesting that the BIS (the customer) decided to take a cautious approach in order to ensure full take up of shares.

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACFCA-MW	I can't tell you what it would be, because it would depend on a set of circumstances. The circumstances in this case were that the advisers, I believe, did have discussions with BIS about whether a re-pricing was necessary. Their advice was that there was uncertainty hanging on the US debt ceiling and on industrial action. I understand that, based on those factors, they said that there would be considerable uncertainty in trying to re-price the deal at that late stage. That is an entirely appropriate conversation to have had. Clearly, BIS, along with their advisers, took the view that they did not want to re-price at that stage.	Offers further explanation here		Reported Indirect Speech	Specificity	5

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACFCA-MW	As Will has said, I think that they had that discussion. They did take that consideration into account and the conclusion that they reached was that they did not want to take the additional risk that that would create.			Reported Indirect Speech	Specificity	5

PACMP - SB returns to the OFT report to again ask whether the FCA had considered potential risk of conflicts in the financial services markets. The question refers to third party evidence, and is also specific and clear.

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACMP - SB	And there was no point at which, given that the OFT said there was a risk of conflicts in its 2011 report, you yourselves saw that in action			Reported Indirect Speech	Specificity	5

The following statement and questions cite a good deal of confirmatory evidence around some surprising aspects of this deal (for example, the fact that the preferred ‘long term’ investors sold their shares within a few weeks). The speaker alludes to the ‘defensive’ nature of some of the answers provided

by the FCA, thereby openly alluding to the non-specific nature of some of the answers which the MPs have received thus far. He again questions whether PACFCA-MW would consider the market to be well functioning and ethical and implicitly calls for a move away from the business/legal communication genre mode of speaking as he asks PACFCA-MW for an ‘opinion’:

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACMP - AM	You say that they could not have done that in the first place. Paragraph 3.30 goes on to state that “the priority investors provided firm, but non-binding, expressions of demand at various price levels.” As a result, the bottom of the price range was set at 260p. Paragraph 16 of the summary states: “Sixteen of the 17 priority investors bought shares, and were allocated larger proportions of their orders than other investors reflecting the Department’s expectation”—you have told us that the Department should not have had this expectation because it was wrong—“that they would form part of a stable long-term and supportive shareholder base, but almost half of the shares allocated to them had been sold within a few weeks”. I put the question this way because I would like your opinion, rather than the defensive treatment that you have given us up to now: does that look to you like a good, ethical and well-functioning market?	Allusion to the defensive nature of many of the answers provided to the questions asked in this meeting		Reported Indirect Speech	Seeking clarification on alternative perspectives	5

However, PACFCA-MW maintains a distance from the question, alluding instead to BIS's relationship with the shareholders. This implies that that this issue is a matter for the BIS and the group of 'stable' shareholders to discuss, not the FCA.

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACFCA-MW	I believe, from what I have read, that BIS believed that there would be stability of shareholding after the initial issue. From the information that we have seen, that clearly was not the case.			Reported Indirect Speech	Specificity	5

In the following utterance, the speaker uses reported indirect speech in referring to another perspective (NAO report) and to a specific figure within this report on the unusual share price movements:

1 PAC - Royal Mail IPO			Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACMP - MH	If you look at figure 19 of the NAO Report, in relation to other IPOs, this one looks substantially much bigger			Reported Indirect Speech	Specificity	5

(3) Loopholes

PACFCA-MW suggests that while he is generally satisfied that the market functions according to the rules. When occasional breaches do occur, the FCA act against them.

Figure A5.88 Groups of utterances – loopholes

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACFCA-MW	I am satisfied that one arm can be independent. Are they always and are there breaches? No. There are occasional breaches and when there are we act against them			Loopholes (Maintaining an openness about final judgements around the issues at hand)	Clarity	5

The following remarks again suggest that PACFCA-MW was satisfied that all parties to the deal knew what was happening and had full information on the decisions taken.

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACFCA-MW	At the point of IPO, I am satisfied that everybody had the document, which talked about the business, and was therefore able to make a judgment. Clearly, it was not quite perfect competition in that you had a selected set of investors who were taken over the wall early and were given an allocation early. So it was not perfect competition in that sense, but at the point of IPO, all the information was public.			Loopholes	Specificity	5

Medium Dialogical Speech (+3, +4)

What is notable about the following utterances is that all of them, in some form or other, provide clarity with regard to various aspects of the issues under discussion and also clarity around the discursive positions of speakers. These utterances may be described as moving joint understandings forward across these areas. Thus, the utterances are not dominated by the use of language as a means of controlling the verbal interactions but are instead focused on communicating some kind of material facts in relation to the matters under discussion.

These utterances are grouped under: (1) Specificity (2) Clarity (3) Seeking clarification on alternative perspectives.

(1) Specificity

Figure A5.89 Groups of utterances - specificity

	PAC - Royal Mail IPO				
PACMP - MH	What would would be if the jump was explained by information that was available to only some people in the market, or if people were operating with the benefit of information that was not publicly and fully disclosed			Specificity	3

	PAC - Royal Mail IPO				
PACFCA-MW	I would not say to maximise price—I do not think that we have ever enforced for that. We have enforced against breaches of confidentiality and we have taken action against underwriting standards, but never against whether a price was achieved or not			Specificity	3

	PAC - Royal Mail IPO				
PACFCA-MW	I am not sure what “firm, but non-binding” means. If you want a contractual lock-up, you sign a contract for a specified period that locks people into those shares. It sounds like that did not happen, so I am not sure what a firm, long-term commitment meant		Clear statement around the specifics of this case	Specificity	3
PACFCA-MW	The asset managers acted in the way that other shareholders would act, which was that, having bought something, they decided that the price was right for them to sell. Clearly, whatever firm commitment they gave, they did not feel that that commitment overrode their fiduciary commitment to their shareholders.		A second clear statement of the specifics of this case	Specificity	3

^	PAC - Royal Mail IPO				
PACFCA-WA	We would not take action because a decision that was subsequently shown to be wrong came about or because the judgment was wrong in that case. That would not be a regulatory breach.			Specificity	3

	PAC - Royal Mail IPO				
PACMP - MH	Yes. If you look there, their advisers prepared equity valuations. All this happened very close to the sale. If you look at that bit about the syndicate equity research analyst valuations on 12 September—those ones around there—they are way above. The analysts working to the asset management part of the businesses were valuing the shares way above that. That was point No. 1		Quite an important material point	Specificity	3
PACMP - MH	You look at the demand on figure 14, and you can see that, at the end, we got—what was it?—400%. It all happens very close towards the date when they were launching the share. The demand absolutely escalated. You look at how they were able to refinance the debt and the very favourable interest rates that they got, so there are all sorts of indications all the way through, of which I have picked three—I probably haven't picked the lot—that demonstrate to you that there is an under-valuation in the prospectus on the share price		Again, an important material point	Specificity	3

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
PACMP - SB	I am not suggesting that the people involved in this have made a profit from buying shares; I am suggesting that they are getting a profit from their bonus in due course on what would have been a very successful deal for the group. It is a different issue			Specificity	3

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
PACNAO-AM	Absent any evidence that the advice was not disinterested—I am not saying that there is any evidence of that—if the advice given by the advisers was shown to be disinterested, the responsibility for the substantial shortfall in the realised value, despite the fact that they have retained these very eminent advisers, primarily reverts back either to the principals, or if they feel unhappy about how their advisers have functioned, they should take it up as a matter of dispute with them. Is that about right			Specificity	3

<input type="checkbox"/>	<input type="checkbox"/> PAC - Royal Mail IPO <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PACNAO-AM	Absent any evidence that the advice was not disinterested—I am not saying that there is any evidence of that—if the advice given by the advisers was shown to be disinterested, the responsibility for the substantial shortfall in the realised value, despite the fact that they have retained these very eminent advisers, primarily reverts back either to the principals, or if they feel unhappy about how their advisers have functioned, they should take it up as a matter of dispute with them. Is that about right			Specificity	3

<input type="checkbox"/>	<input type="checkbox"/> PAC - Royal Mail IPO <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PACMP - SB	I accept that it is a trade-off between certainty of sales and the price, but under treating customers fairly, either for the market at large or for those investing, you have never seen a breach on the grounds of failure to maximise price.			Specificity	3

^	PAC - Royal Mail IPO				
PACMP - RB	Correct me if I am misstating this, but essentially you are saying that it would be perfectly possible for the rules to have been followed and for the market to have functioned well in a situation where there was a very significant premium, as there was on this occasion.			Specificity	3

^	PAC - Royal Mail IPO				
PACMP - RB	Hang on. In other words, when you say that BIS believed that there would be stability, you mean that the giving of a large number of shares to a small number of priority investors would ensure, or increase the chances of, stability in the market because there would be people who would hold rather than sell. Is that what you are saying?			Specificity	3

(2) Clarity

Figure A5.90 Groups of utterances - clarity

	PAC - Royal Mail IPO				
PACFCA-MW	We have a supervisory approach where we go out to firms, kick the tyres and look at how they go about their business. We typically do not do that on an individual instance			Clarity	3
PACFCA-MW	That would be a rolling programme where each of these banks would have been subject to some level of scrutiny from us over a time period and, if we find that they are falling short against those rules, then we would take action			Clarity	3
PACFCA-MW	Otherwise, we would do nothing but investigations into the market. And, in this instance, simply the share price movement or the fact that there are a number of advisers who have asset management arms as part of their business does not in itself pass the threshold level for launching an investigation. That investigation would have to be, as I said, into suggested misconduct.		Clarity around FCA's general rules. Less clear on what is covered by 'suggested misconduct'.	Clarity	3

	PAC - Royal Mail IPO				
PACFCA-MW	Which comes back to the question—they appear to have operated as with anyone who would have bought in at the IPO with no advanced discussion with them. It means that there is less stock available for anyone else who wishes to buy in at that point, so you have a less wide market at that point, but that is a choice that the company makes—or, in this case, BIS selling—it is not a regulatory point		This suggests that BIS, as the client, made these choices knowingly, and thus does not constitute any kind of regulatory matter	Clarity	3

	PAC - Royal Mail IPO				
PACMP - Amc	I am not objecting to the liquid market, to the flexibility, to the right of organisations. I am starting at the point where the aim of putting together the priority shareholders—the priority investors—was to give some sort of stability, yet that stability was rocked in many respects within a matter of weeks, because seven of the shareholders, the investors, sold all their shares			Clarity	3

	PAC - Royal Mail IPO				
PACMP - MH	We are seeing most of the players on Wednesday, but what stands out to me is the issue of potential conflict between the banks themselves and the players that have both a banking arm and an investment management arm.		Statement of discursive position	Clarity	3

5.109:

(3) Seeking clarification on alternative perspectives

Figure A5.91 Groups of utterances - seeking clarification on alternative perspectives

	PAC - Royal Mail IPO				
PACMP - SB	Just going back to conflicts of interest, do you accept that there is a conflict of interest between the big clients of banks like Goldman's and UBS, with whom they have ongoing regular relationships, compared with their one-off relationship with the Department for Business, Innovation and Skills?			Seeking clarification on alternative perspectives	3

^	PAC - Royal Mail IPO				
PACNAO-AM	In other words, do you find yourself with a book-building exercise and then you find yourself with a group of preferred priority investors? All that, I think it is fair to say, probably has a result, which is that you do not have an even distribution of shares into the market, but quite a concentrated distribution. Would that be fair?		Speaker is probing in more detail here into some problematic aspects of this transaction	Seeking clarification on alternative perspectives	3

^	PAC - Royal Mail IPO				
PACNAO-AM	Did that work unfortunately alongside having a group of priority investors? It was not just a book-building process; it was a book-building process and a decision to have a preferred category of investors who, it appears, behaved just like any other investors—I am not finding fault, I am just stating as it turned out, but they had no different characteristics from any other group of investors, it seems.		Crucial point here raised by the speaker is that the preferred category of investors did not appear to have any T&C's attached to their allocation of shares	Seeking clarification on alternative perspectives	3

^	PAC - Royal Mail IPO				
PACMP - AM	So people in the same bank do not talk to each other in the canteen. Do they have a Chinese wall down the middle of the room? How does it work?			Seeking clarification on alternative perspectives	3

	PAC - Royal Mail IPO				
PACMP - AM	And you investigate that and ensure that there is no liaison or comparison or coercion or any other form of management between the two arms of the bank. You are satisfied that one arm can be independent?			Seeking clarification on alternative perspectives	3

	PAC - Royal Mail IPO				
PACMP - RB	When you speak of the aftermarket, you are talking about what happens after the issue has taken place and there is trading on the secondary market. Clarify for me what you mean about the aftermarket. Do you mean that they will be stable holders or that they will definitely be sellers so that there is lots of liquidity? What are you speaking of when you say "the aftermarket"?			Seeking clarification on alternative perspectives	3

▼	PAC - Royal Mail IPO ▼	▼	▼	▼	▼
PACMP - RB	<p>My question was: what is the rationale for having large blocks given to priority investors? You said that it is, one, to ensure that you get it away and, two, the aftermarket. There is certainty about the fact that you get it away. That is what you said. I am asking about the second part of your answer—the aftermarket. What do you mean by the aftermarket? Is it that you know that they will sell and you will have lots of liquidity, or is it that you know that they will hold, or what?</p>			<p>Seeking clarification on alternative perspectives</p>	<p>3</p>

Dynamic Analysis

The dynamic analysis of the Public Accounts Committee speech episode is located in Part 1 Section 5.3.3.

Appendix 1.3: Knowledge Exchange Analysis

Swiss Cottage Avenue Knowledge Exchange

Figure A6.1 Speech sequence corresponding to KE1

		Swiss Cottage Avenue Road Development	Bakhtinian	Linguistic	Argumentative	
	Speaker	Speech Utterance	Monological	Monological	Rhetorical Argumentative Ploys	Score
5	AB	Would you, Mr Mayor, ask for an update on the stage 1 report that was received by Camden with regard to this application, on the basis that the language within that stage 1 report inferred that a tall building was preferable? That is not the case and I know the planners would like to amend that. Would you like to ask for that update as soon as possible?	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding) (CK derived)		Confirmatory question (leads to answers that can only support a certain point)	-7
6	BJ	I would. To the best of my knowledge , Andrew, it has actually been amended, so what it says is that a tall building is acceptable in that area given the high public transport accessibility level (PTAL) ratio and so on . To repeat, however, this is a matter for locally elected councillors in Camden. To the best of my knowledge, the Labour Party has a majority on that council. If they choose to throw it out, it is entirely their prerogative. If they choose to go ahead with it, it is their decision	Stylised Answers (answers to stylised questions which concur and assert the 'rightness' of both the questioner and the respondent's perspective) (CK derived)			-5
7	AB	I welcome that, Mr Mayor, and I also hope that we will no more see any misinterpretations in Stage 1 reports	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)			-5

Figure A6.2 Speech sequence corresponding to KE2

		Swiss Cottage Avenue Road Development			Linguistic	Argumentative	
	Speaker	Speech Utterance	Discursive Effect	Dialogical	Monological	Rhetorical Argumentative Ploys	Score
8	AD	I have the stage 1 report here, and it says that the Mayor considers that the "principle of the development" is supported, so you have already approved the building in principle in your stage 1 report. If Camden were to refuse it, you would still force the approval of it anyway by calling it in, as you did with Mount Pleasant when Camden and Islington indicated ...		Specificity		Direct attack	-1
9	BJ	No. I do not know...			Interruption		-3
10	AD	Let me finish. When Camden and Islington...			Repetition		-3
11	BJ	No, I will not let you finish. You are talking nonsense.	Contractive		Interruption	Direct attack	-4
12		...wanted to turn down the Mount Pleasant development, you called that in and you would do exactly the same thing here, would you not? The least worst option for those who oppose this building is for Camden to impose as many planning conditions as it can on it on the basis that you want to overturn it.		Specificity		Direct attack	-1

Figure A6.3 Speech sequence corresponding to KE3

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative	Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	
AB	Could you also acquaint him with your role as the planning authority and that to declare your hand at this stage would effectively make it impossible for you to carry out your role as that planning authority?	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding)	Confirmatory question (leads to answers that can only support a certain point)	-7
BJ	Of course. The Member knows full well that if I were to say anything about any future decision, I would thereby fetter my discretion and would be subject to judicial review.		Persuasive definition	-1

Figure A6.4 Speech sequence corresponding to KE4

Swiss Cottage Avenue Road Development		Bakhtinian	Argumentative	Score
Speaker	Speech Utterance	Monological	Rhetorical Argumentative Ploys	
AB	Mr Mayor, could you acquaint Mr Dismore or perhaps write to him with the number of occasions on which you have called in applications with less than 200 flats?	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding)	Confirmatory question (leads to answers that can only support a certain point)	-7
AB		Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)	Confirmatory question (leads to answers that can only support a certain point)	-7
BJ	The point you rightly make is that the total number of call ...ins is so far fewer than the fingers on one hand, let alone for schemes with only relatively small numbers of flats.			3

Figure A6.5 Speech sequence corresponding to KE5

Swiss Cottage Avenue Road Development		Bakhtinian		Linguistic	Argumentative Devices (Monological)		
Speaker	Speech Utterance	Monological	Dialogical	Monological	Rhetorical Argumentative Ploys	Dialogically Contractive Discursive Closures	Score
	Mr Mayor, perhaps you could also find out how he can have spent so long on the London Assembly and not understand the absolute basics of your roles with regard to planning? It is astonishing to me. It sounds like a political game is being played with this. That would be a terrible thing	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding)			Confirmatory question (leads to answers that can only support a certain point)	Disqualification (implied lack of expertise of speaker)	-7
BJ	I began this morning by saying that I do not think -			Vagueness			-3
AB	No doubt Mr Dismore is consulting his solicitor at the moment. He does on every possible occasion. It does sound like a political game might be played on this and you have reminded us that Camden is the planning authority with regard to this planning application. Thank you	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Irony			-7
BJ	Yes, Camden is the planning authority, Dismore is the Labour member and Camden is the Labour council concerned		Clarity				-1
BJ	We have heard the mutterings of the media. Let us see the ectoplasm. Let us see what they have to say about this building.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Ambiguity			-6

Language Analysis within the Knowledge Exchanges

Table A6.1 KE1 Language Analysis

Speech (S)	Speech Response (SR)	Speech (S)
Stylised Question/Confirmatory Question (M)	Stylised Answer (M)	Presence of Superaddressee (M)

Table A6.2 KE2 Language Analysis

S	SR	S	SR	S
Specificity/Direct Attack/Stylised Question (MX)	Interruption (M)	Repetition (M)	Interruption/Direct Attack (M)	Specificity/Direct Attack (MX)

Table A6.3 KE3 Language Analysis

S	SR
Stylised Question/Confirmatory Questions (M)	Persuasive Definition (M)

Table A6.4 KE4 Language Analysis

S	SR
Stylised Question/Confirmatory Question/Superaddressee (M)	Specificity (D)

Table A6.5 KE5 Language Analysis

S	SR	S	SR	SR
Stylised Question/Ad Hominem/Disqualification (M)	Vagueness (M)	Hidden polemic/Ad Hominem/Irony (M)	Clarity/Ad Hominem (M)	Hidden polemic/ambiguity (M)

Thames Estuary Airport Knowledge Exchange

Figure A6.6 Extracts from speech sequence corresponding to KE1/KE2

Estuary Airport Studies		Bakhtinian	Linguistic	Figurative Devices (Mon)	
Speaker	Utterances	Dialogical	Monological	Rhetorical Argument	Score
BJ	The three reports that we had from the Commission were extremely encouraging and what Sir Howard [Davies, Chair, Airports Commission] is doing is, firstly, recognising the huge economic benefits for Britain as a whole of having a new Heathrow in a much better site. The studies also show that there are no big showstoppers to achieving this. It is very important to bear in mind, when you see the huge sums that are bandied around about infrastructure costs and so on, that in almost all cases these are investments that we are going to have to make as a city and a country in that part of London anyway if we are going to exploit the potential of the Thames Gateway area for regeneration. That is broadly my response to the Commission's findings so far.		Generalisations	Spin	-4
DJ	If you are encouraged by those reports, I hate to think how you would react if you had some really bad news because those reports were absolutely devastating in terms of the credibility of the Thames Estuary airport and the habitats. The habitats report suggests it will cost up to £2 million to replace the habitats. The report makes clear it is impossible to create this scale of new habitats in the immediate vicinity of the site	Reported Speech Indirect	Irony		1

Figure A6.7 Extracts from speech sequence corresponding to KE3

Estuary Airport Studies		Bakhtinian	Linguistic		Figurative Devices (Mon)	Score
Speaker	Utterances	Dialogical	Dialogical	Monological	Rhetorical Argument	
DJ	Can you not accept now that this is a showstopper and that it is time to knock this on the head?		Directness		Confirmatory question (leads to answers that can only support a certain point)	-1
BJ	No, I do not accept that, Darren. I know that you come from an intellectually respectable position, though I think gravely flawed	Polyphonic Perspective	Directness			5
BJ	Your position is that there should no more runways anywhere. That, I believe, is your Green position		Clarity			3
DJ	As far as London and the southeast goes, we should be using our existing capacity more rationally, rather than building new runways or new airports		Clarity			3

Figure A6.8 Extracts from speech sequences corresponding to KE4 (2)

Estuary Airport Studies		Bakhtinian	Linguistic		Figurative Devices (Mon)	Score
Speaker	Utterances	Dialogical	Dialogical	Monological	Rhetorical Argument	
DJ	Tackling the growing noise problem and the growing pollution problem around Heathrow, for example, and speaking up for Londoners on that? Surely, you could be playing a more useful role as Mayor on those issues		Directness		Confirmatory question (leads to answers that can only support a certain point)	-1
BJ	As you know, the primary objective is to get the country the long ...term solution it needs. One of the most extraordinary facts about our current position is that there are already three ...quarters of a million Londoners who suffer excess noise pollution, as defined by the EU, around Heathrow. A third of all the victims of plane noise pollution in the whole of Europe are around that airport.	Polyphonic Perspective				4
BJ	This is actually a fight that is supported by virtually every single Member of this Assembly with possibly only one exception, who is also an honourable exception because he wants to expand Heathrow. He is wrong. I might be misrepresenting my friend John Biggs there, but I believe that virtually everybody else is in favour of saying no to a third runway at Heathrow	Polyphonic Perspective	Clarity			5
BJ	That is the position that this Assembly has successfully supported. Virtually all of us have campaigned on that	Polyphonic Perspective				4

Figure A6.9 Speech sequences corresponding to KE6

Estuary Airport Studies		Bakhtinian	Linguistic		Argumentative Devices (Monological)			Score
Speaker	Utterances	Monological	Dialogical	Monological	Rhetorical Argument	Questionable argument techniques	Dialogically Contractive Discursive Closure	
KM	The final thing I wanted to ask you ... and I have tabled some questions in the past and asked you at Mayor's Question Time (MQT) a couple of times ago ... is about the safety aspects of expanding Heathrow and what the emergency plans might look like in the event of an air disaster and whether that would be more likely in the event of an expansion of Heathrow. I wondered if you had had a chance to turn your attention to that yet.	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding) (CK derived)			Confirmatory question (leads to answers that can only support a certain point)			-7
BJ	Yes, I have. I am grateful to you, Kit, generally, for the pioneering interest you have taken in this whole subject, if I may say. That is one of the arguments. It is obviously the case that statistically, if you fly hundreds of thousands more planes over the centre of a city every year than you might otherwise need to do, you are going to risk one day or another a catastrophic incident.	Stylised Answers (answers to stylised questions which concur and assert the 'rightness' of both the questioner and the respondent's perspective)						-5
KM	Hear, hear.	Presence of Superaddressee (speech directed at idealised or actual other, who sanctions and validates the particular discourse which has been utilised in the speech context)						-5
BJ	That is just an objective fact. It is not the prime reason why we wish to go for a better solution, but obviously it has to be borne in mind.		Clarity			False dilemma: limits consideration of positions on issue to two mutually exclusive ones, where there are other positions that could be considered)	Naturalisation (discourse positioned as natural or reflecting reality)	-1
KM	In that awful event ... and pray God it never happens ... my guess is that people will be asking when we can move the airport, not if			Generalisations	Appeals to specific feelings	False dilemma: limits consideration of positions on issue to two mutually exclusive ones, where there are other positions that could be considered)		-4

Language Analysis within the Knowledge Exchanges

Table A6.6 KE1/KE2 Language Analysis

Speaker	Speaker Response	Speaker Response 2
Directness/Confirmatory Question (MX)	Generalisations/Spin (M)	Reported Indirect Speech/Irony (MX)

Table A6.7 KE3 Language Analysis

Speaker	Speaker Response	Speaker Response	Speaker
Directness/Confirmatory Question (MX)	Polyphonic Perspective/Directness (D)	Clarity (D)	Clarity (D)

Table A6.8 KE4 (1) Language Analysis

Speaker	Speaker Response	Speaker
Directness (D)	Interruption (M)	Repetition/Confirmatory Question/Directness/Confirmatory Question (MX)

Table A6.9 KE4(2) Language Analysis

Speaker	Speaker	Speaker	Speaker	Speaker
		Response	Response	Response
Repetition/ Confirmator y Questions/ (M)	Directness/ Confirmator y Questions (MX)	Polyphoni c Perspectiv e (D)	Polyphonic Perspective/Clarit y (D)	Polyphoni c Perspectiv e (D)

Table A6.10 KE5 Language Analysis

Speaker	Speaker	Speaker	Speaker	Speaker
	Response (1)		Response (2)	
Hidden Polemic/Ad Hominem (M)	Irony/Ad Hominem (M)	Irony/Ad Hominem (M)	Ambiguity (M)	Hidden Polemic/Appeals to Specific Feelings/Ad Hominem (M)

Table A6.11 KE6 Language Analysis

Speaker	Speaker	Speaker	Speaker	Speaker
	Response		Response	
Stylised Questions/ Confirmatory Questions (M)	Stylised Answer (M)	Presence of super- Addressee (M)	Clarity/False Dilemma/ Naturalisation (MX)	Appeals to specific feelings/ Generalisation/ False Dilemma

Oxford Street Knowledge Exchange

Figure A6.10 Speech sequence corresponding to KE1

Oxford Street Exchanges		Bakhtinian	Linguistic		Argumentative Devices (Monological	Score
Speaker	Utterances	Monological	Dialogical	Monological	Rhetorical Argumentative Ploys	
	Given its high pedestrian vehicle collision rate and dangerous levels of air pollution, is it not time to pedestrianise Oxford Street		Directness		Confirmatory question (leads to answers that can only support a certain point)	-1
BJ	You seem to imply there has been a rise in the casualty rate or collision rate at Oxford Street	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)				-5
BJ	Actually, there has been a 60% reduction in pedestrians killed or seriously injured (KSIs) over the last ten years			Unclear use of quantifiers/statistics		-3
BJ	and there have been very substantial reductions in pollution			Ambiguity		-3

Figure A6.11 Speech sequence corresponding to KE2 (1) and (2)

	Oxford Street Exchanges	Bakhtinian	Linguistic		
Speaker	Utterances	Dialogical	Dialogical	Monological	Score
BJ	There has been a 20% reduction in buses along Oxford Street, which is something the council in particular was keen to see		Clarity		3
BJ	That has reduced mono ...nitrogen oxides (NOx) by 33% overall in the last two years			Unclear use of quantifiers/statistics	-3
SK	The reality, though, is that Oxford Street continues to have one of the highest ... if not the highest ... collision rates for pedestrians of any road in London...		Clarity	Generalisations	0
SK	and probably any road in the UK			Generalisations	-3

Oxford Street Exchanges		Linguistic	
Speaker	Utterances	Dialogical	Score
MQ	Just look at what you have available that you have not done so far: Low Emission Zone (LEZ) phase five to all other vehicles apart from buses	Specificity	3
BJ	You talk about nitrous oxide. Since I have been Mayor, the number of people living in areas of excess NO2 has gone down from 3.6 million to 1.7 million, from memory	Specificity	3
BJ	We have virtually halved exposure to excess NOx. We have cut NOx emissions by 20%. We have cut PM10s and PM2.5s by 15%.	Specificity	3

Figure A6.12 Speech sequence corresponding to KE3 and KE8

Oxford Street Exchanges		Linguistic		Argumentative Devices (Monological)	
Speaker	Utterances	Dialogical	Monological	Rhetorical Argumentative Ploys	Score
SK	Mr Mayor, with respect, it is not nonsense that London has the highest level of NO2 pollution	Directness			3
BJ	It is complete nonsense. No, average NOx monitored across busy roads in ...	Specificity		Direct attack	-1
CP	It is not NOx.	Specificity			3
SK	I did not say "NOx", did I, Mr Mayor? I said "nitrogen dioxide". Do you understand the difference?	Specificity			3
BJ	Nitrogen dioxide, NO2?	Specificity			3
SK	NO2.	Specificity			3
BJ	NO2 across monitoring sites near busy roads in Stuttgart, Paris, Munich, Rome and Milan are all higher than London. Mexico City's levels are nearly double those of London.		Vagueness		-3

Figure A6.13 Speech sequence corresponding to KE4 (1) and KE4 (2)

Oxford Street Exchanges		Bakhtinian	Linguistic		Score
Speaker	Utterances	Monological	Dialogical	Monological	
BJ	The buses would be sent down Wigmore Street or another parallel street, where you would reproduce the same problem . We have taken a lot of buses out of Oxford Street . What we are doing is moving towards an ULEZ in the whole city. That will actually reduce NOx ...		Clarity		3
SK	Thank you, Chair. I am out of time			Interruption	-3
BJ	By the time that comes in, it will reduce NOx by 47%, particulates less than 10 microns in diameter (PM10s) by 58% and carbon dioxide (CO2) emissions by 12%. That will take us very, very close to meeting all our requirements under EU law. I will just repeat ...	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)	Clarity		-2
SK	Mr Mayor, thank you for that, sir. I appreciate it but I am now out of time, so ...			Interruption	-3

Oxford Street Exchanges		Bakhtinian	Linguistic		Argumentative Devices (Monological)		Score
Speaker	Utterances	Monological	Dialogical	Monological	Rhetorical Argumentative Ploys	Dialogically Contractive Discursive Closures	
MQ	Why do you not just get on with implementing phase five of the Low Emission Zone? It is a simple solution that you can do here from City Hall. It is within your means and you have seen fit not to do that.		Seeking clarification on alternative perspectives		Confirmatory question (leads to answers that can only support a certain point)		-1
BJ	No, what we are doing is the biggest programme of technical transformation of our vehicle fleet that this city has ever seen. We have retrofitted about 1,000 buses. We are retiring all the remaining Euro 3 buses by next year. We are going to have 1,700 ultra ...low hybrid buses ...			Generalisations		Topical Avoidance (some discursive positions not given a hearing, interrupted or topic shifting used whenever taboo topic is broached)	-4
MQ	I am not talking just about buses here. I am talking about all the diesel products		Specificity				3
BJ	I will not hear any lessons from the Labour Party about air quality. You did nothing about taxi age limits. Did you ever put in an age limit for taxis? No, you did not. It was this administration that did it and by the time the ULEZ comes in, we will be making sure that all new taxis have to be zero ...emission capable to go through the centre of town	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)			Direct attack		-7
BJ	As I said, that will result in very, very substantial falls in NOx, in PM10s, in particulates less than 2.5 microns in diameter (PM2.5s) and in CO2. The ULEZ will reduce CO2 emissions by 12% from London's vehicle fleet. That is a fantastic thing, but it is on top of what we have already done. By the way, on NOx emissions in this city, we have halved ...			Ambiguity			-3

Figure A6.14 Speech sequence corresponding to KE5

	Oxford Street Exchanges	Bakhtinian	Linguistic	
	Utterances	Dialogical	Dialogical	Score
49	I do not think that pedestrianisation is the answer because what you would have to do		Directness	3
50	By the way, I continually raise this with the New West End Company (NWECC) and with the businesses there and Victoria [Borwick] I know has done a lot of work on this, but I am afraid the regrettable fact is that that is not really what they want . If you were to pedestrianise Oxford Street, it would not be the right thing in planning terms. What would happen, unfortunately, is that the street would start to take on a very different character. It would not necessarily be for the better	Polyphonic Perspective	Directness	5

Fig. A6.15 Speech sequences corresponding to KE6 and KE7

Oxford Street Exchanges		Bakhtinian	Linguistic		Score
Speaker	Utterances	Monological	Dialogical	Monological	
BJ	That has reduced mono ...nitrogen oxides (NOx) by 33% overall in the last two years			Unclear use of quantifiers/statistics	-3
SK	The reality, though, is that Oxford Street continues to have one of the highest ... if not the highest ... collision rates for pedestrians of any road in London...		Clarity	Generalisations	0
SK	and probably any road in the UK			Generalisations	-3
SK	It is also the case that Oxford Street has consistently the highest level of measurement for nitrogen dioxide (NO2) of any road monitoring station not just in the UK but anywhere in the world		Specificity		3
SK	Sadly, when this was pointed out by a King's College scientist recently, your response was to take to Twitter with expletives and to say that this was 'bollocks'			Irony	1
BJ	It is, of course	Last word (dominant speaker seeks to always have the last word within the utterance chain or overarching speech episode)			-7

Fig. A6.16 Speech sequence corresponding to KE 8 (see KE3).

Oxford Street Exchanges		Bakhtinian	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Monological	Dialogical	Rhetorical Argumentative Ploys	Score
BJ	What I do contest is the idea that somehow London has the worst air quality of anywhere in the world. It is complete nonsense.	Hidden Polemic (Striking a polemical blow at the other's discourse on the same theme, uses barbed words, makes digs at others)		Direct attack	-7
SK	Mr Mayor, with respect, it is not nonsense that London has the highest level of NO2 pollution		Directness		3
BJ	It is complete nonsense. No, average NOx monitored across busy roads in ...		Specificity	Direct attack	-1
CP	It is not NOx.		Specificity		3
SK	I did not say "NOx", did I, Mr Mayor? I said "nitrogen dioxide". Do you understand the difference?		Specificity		3
BJ	Nitrogen dioxide, NO2?		Specificity		3
SK	NO2.		Specificity		3
BJ	NO2 across monitoring sites near busy roads in Stuttgart, Paris, Munich, Rome and Milan are all higher than London. Mexico City's levels are nearly double those of London.				-3
SK	Mr Mayor, with respect, that is not the case. Can I give you the figures from King's College London? The mean average NO2 measurement in Oxford Street was 135 micrograms per cubic metre. Set against the legal limit of 40 micrograms, 135 micrograms is almost three and a half times the legal limit. The highest recording of any monitoring station anywhere else in Europe is 94 micrograms. That is significantly less than Oxford Street and I have to say that from the measurements in India, the highest recording in Mumbai or Delhi in 2010 was 62 micrograms		Clear use of quantifiers/statistics		3
SK	That is why we have the worst pollution in NO2 terms of any city in the world, and Oxford Street has the highest level recorded anywhere on the planet. Mr Mayor, instead of denying the evidence, we need measures to deal with it.		Specificity		3

Fig. A6.17 Speech sequence corresponding to KE9

Oxford Street Exchanges		Bakhtinian	Linguistic	Argumentative Devices (Monological)	
Speaker	Utterances	Monological	Dialogical	Rhetorical Argumentative Ploys	Score
SK	Mr Mayor, despite any measures to reduce the amount of NOx being produced by buses, and you have made some measures to fit filters to some buses to reduce the amount of NO2, the reality is that at three and a half times the legal safe limit for NO2, the only way of getting anywhere near the legal limit is going to be to withdraw diesel vehicles from that road altogether. Is that not the only way we are going to make this road safe? Is that not the only answer, Mr Mayor?		Clear use of quantifiers/statistics	Confirmatory question (leads to answers that can only support a certain point)	-1
BJ	I do not think that pedestrianisation is the answer because what you would have to do		Directness		3
BJ	By the way, I continually raise this with the New West End Company (NWECC) and with the businesses there and Victoria [Borwick] I know has done a lot of work on this, but I am afraid the regrettable fact is that that is not really what they want. If you were to pedestrianise Oxford Street, it would not be the right thing in planning terms. What would		Directness		5
BJ	The buses would be sent down Wigmore Street or another parallel street, where you would reproduce the same problem. We have taken a lot of buses out of Oxford Street. What we are doing is moving towards an ULEZ in the whole city. That will actually reduce NOx ...		Clarity		3

Language Analysis within the Knowledge Exchanges

In relation to the above knowledge exchange utterances the following speech patterns supported these interactions:

Table A6.12 Language Analysis KE1

Speaker	Speaker Response
Confirmatory Questions (M)	Hidden Polemic/Unclear use of Quantifiers/Statistics (M)

Table A6.13 Language Analysis KE2 (1)

Speaker	Speaker Response
Clarity/Unclear use of quantifiers/statistics (MX)	Clarity/Generalisations (MX)

Table A6.14 Language Analysis KE2 (2)

Speaker	Speaker Response
Specificity (D)	Specificity (D)

Table A6.15 Language Analysis KE3

Speaker	Speaker Response	S	SR1	S	SR	S	SR
Direct-ness (D)	Specificity/ Direct Attack (MX)	Specific (D)	Specific (D)	Specific (D)	Specific (D)	Specific (D)	Vagueness (M)

Table A6.16 Language Analysis KE4 (1)

Speaker	Speaker Response	S	SR
Clarity (D)	Interruption (M)	Last word/clarity (MX)	Interruption (M)

Table A6.17 Language Analysis KE4 (2)

Speaker	Speaker Response	S	SR
Seeking clarification on alternative perspectives (D)	Generalisations/Direct attack (M)	Specificity (D)	Hidden Polemic/Direct attack (M)

Table A6.18 Language Analysis KE5

Speaker	Speaker Response
Directness (D)	Directness (D)

Table A6.19 Language Analysis KE6/KE7

Speaker	Speaker Response	Speaker
Unclear use of quantifiers/statistics (M)	Clarity/Generalisation/Irony (MX)	Last Word (M)

Table A6.20 Language Analysis KE8 (Note: Same as KE3)

Speaker	Speaker Response	S	SR1	S	SR	S	SR
Direct-ness (D)	Specificity/ Direct Attack (MX)	Specific (D)	Specific (D)	Specific (D)	Specific (D)	Specific (D)	Vagueness (M)

Table A6.21 Language Analysis KE9

Speaker	Speaker Response
Clear use of quantifiers/statistics (D)	Directness/Clarity (D)

Public Accounts Committee Knowledge Exchange

Figure A6.18 Speech sequence corresponding to PAC KE1

	PAC - Royal Mail IPO		Bakhtinian		Linguistic	Rhetorical Devices (M)
	Utterances	Analytical Comment	Monological	Dialogical	Monological	Rhetorical Argumentative Plays
PACMP - RB	You said that they might have been disappointed, so one might have described it as a pricing failure, but what you are saying is that there is a difference between a pricing failure—or, to use a less tendentious word, a pricing inadequacy, or whatever one might want to call it—on the one hand, and what you would call a regulatory failure on the other. They are not the same thing.	Speakers are getting to the heart of the issue at this point	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding) (CK derived)			
PACFCA-MW	That's right. They are not.		Stylised Answers (answers to stylised questions which concur and assert the 'rightness' of both the questioner and the respondent's perspective) (CK derived)			
PACMP - RB	This is obviously a sale of Government-owned assets, but if this were a private sector company that had advice and ended up pricing the issue at a certain level, and it turns out that it could probably have priced it higher and still got it away quite comfortably, the people who are left looking disappointed are the owners of the private sector company that, shall we say, floated or had an offering, who got less money than they could have done. Those are the people who are adversely affected, but that in itself is not a regulatory matter; it is a matter of how well or poorly the advisory business that was helping with the flotation advised its client and the decision that was reached on the price.	Again, clarity emerging on the way in which the regulator would look at this deal, but notable that the FCA representative did not seek to actively explain this position prior to this	Stylised Questions (non questions, i.e. questions which allow another speaker to voice a pre determined perspective or understanding)			
PACFCA-MW	Yes, and the decision that was reached between the client and the advisers.		Stylised Answers (answers to stylised questions which concur and assert the 'rightness' of both the questioner and the respondent's perspective)			

Figure A6.19 Speech sequence corresponding to PAC KE2

	PAC - Royal Mail IPO	Bakhtinian			Linguistic		
	Utterances	Monological	Dialogical	Dialogical	Monological	Rhetorical Argumentative Ploys	Score
PACNAO-MR	May I just follow up on the excess demand? There were £33 billion- worth of orders for about £2 billion-worth of shares, so does that tell you anything about how accurate or reliable the process is at revealing true demand?			Seeking clarification on alternative perspectives		Confirmatory question (leads to answers that can only support a	-1
PACFCA-MW	Well, as you will know, the orders were somewhat inflated by people feeling that they would get scaled down anyway, so it is quite hard to make an exact correlation	Monovoiced			Generalisations		-6
PACFCA-MW	Whatever the figure, there clearly was excess demand, and in an excess demand situation, you have the ability to say, "Do I want to re-price to take advantage of that?"				Generalisations		-3
PACFCA-MW	As Will has said, I think that they had that discussion. They did take that consideration into account and the conclusion that they reached was that they did not want to take the additional risk that that would create.		Reported Indirect Speech	Specificity			5

Figure A6.20 Speech sequence corresponding to PAC KE3

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACMP - AM	You say that they could not have done that in the first place. Paragraph 3.30 goes on to state that “the priority investors provided firm, but non-binding, expressions of demand at various price levels.” As a result, the bottom of the price range was set at 260p. Paragraph 16 of the summary states: “Sixteen of the 17 priority investors bought shares, and were allocated larger proportions of their orders than other investors reflecting the Department’s expectation”—you have told us that the Department should not have had this expectation because it was wrong—“that they would form part of a stable long-term and supportive shareholder base, but almost half of the shares allocated to them had been sold within a few weeks”. I put the question this way because I would like your opinion, rather than the defensive treatment that you have given us up to now: does that look to you like a good, ethical and well-functioning market?	Allusion to the defensive nature of many of the answers provided to the questions asked in this meeting		Reported Indirect Speech	Seeking clarification on alternative perspectives	5
PACFCA-MW	There are two components to this				Clarity	3
PACFCA-MW	I am not sure what “firm, but non-binding” means. If you want a contractual lock-up, you sign a contract for a specified period that locks people into those shares. It sounds like that did not happen, so I am not sure what a firm, long-term commitment meant	Clear statement around the specifics of this case			Specificity	3
PACFCA-MW	The asset managers acted in the way that other shareholders would act, which was that, having bought something, they decided that the price was right for them to sell. Clearly, whatever firm commitment they gave, they did not feel that that commitment overrode their fiduciary commitment to their shareholders.	A second clear statement of the specifics of this case			Specificity	3

Figure A6.21 Speech sequence corresponding to PAC KE4

	PAC - Royal Mail IPO		Bakhtinian			
	Utterances	Analytical Comment	Monological	Dialogical	Dialogical	Score
PACMP - MH	You, as the regulator, should investigate whether there was a proper separation between the advice arm of these banks and the asset management interest that they had. There is too much in there that suggests to me that you should be asking questions and therefore instituting an inquiry				Directness	-1
PACFCA-MW	Again, as I have said, because these structures always invariably have banks that will have asset management arms as part of the business, we know—and the banks know—that they have to be independent and able to give independent advice. There is nothing that we have heard that suggests that they didn't.		Monovoiced			-6
PACMP - MH	So all those things I mentioned to you were not enough				Seeking clarification on alternative perspectives	3
PACFCA-MW	No, they are not		Monovoiced		Specificity	-2

Figure A6.22 Speech sequences corresponding to PAC KE5(1) and KE5 (2)

	PAC - Royal Mail IPO			
	Utterances	Dialogical	Rhetorical Argumentative Ploys	Score
PACMP MH	- Hang on a minute, Mr Wheatley. You have an obligation to monitor	Specificity	Confirmatory question (leads to answers that can only support a certain point)	-1
PACFCA- MW	No, we don't. We have an obligation to review, where we think there has been market misconduct.	Specificity		3
PACMP MH	- Yes, but how do you? If you think there has been market misconduct, are you simply waiting for them to report to you before you assess whether there has been market misconduct? How do you know?	Seeking clarification on alternative perspectives		0

	PAC - Royal Mail IPO	Bakhtinian		Linguistic	
	Utterances	Dialogical	Dialogical	Monological	Score
PACMP AM	- But you are the Financial Conduct Authority. You must know whether markets are ethical and functioning well.			Generalisations	-3
PACFCA- MW	Overall, but you are asking about a specific transaction rather than whether markets function well. One of our objectives is to make markets function well. In this instance, as I have said, I have heard nothing that says to me that the market's integrity was undermined or that there was misconduct in the transaction.	Loopholes (Maintaining an openness about final judgements around the issues at hand)		Generalisations	1
PACMP MH	- But you have chosen not to investigate		Specificity		3
PACFCA- MW	We have chosen not to investigate on the basis—		Specificity		3
PACMP MH	- So you are not sitting there today to tell us categorically that the market functioned according to the rules. You cannot say that.		Specificity		3
PACFCA- MW	No, we cannot say that because we have not done the investigation, but for us to do an investigation, we would have to believe that something went wrong in this case			Generalisations	-3

Language Analysis within the Knowledge Exchanges

Table A6.22 Language Analysis PAC KE1

Speech (S)	Speech Response (SR)	S	SR
Stylised Question (M)	Stylised Answer (M)	Stylised Question (M)	Stylised Answer (M)

Table A6.23 Language Analysis PAC KE2

S	SR	SR	SR
Seeking Clarification on Alternative Perspectives/Confirmatory Question (D)	Monovoiced /Generalisation (M)	Generalisations (M)	Reported Indirect Speech/Specificity (MX)

Table A6.24 Language Analysis PAC KE3

S	SR	SR	SR
Reported Indirect Speech/Seeking Clarification on Alternative Perspectives (MX)	Clarity (D)	Specificity (D)	Specificity (D)

Table A6.25 Language Analysis PAC KE4

S	SR	S	SR
Directness (D)	Monovoiced (M)	Seeking Clarification on Alternative Perspectives (D)	Monovoiced/Specificity (MX)

Table A6.26 Language Analysis PAC KE5 (1)

S	SR	S
Confirmatory Question/Specificity (MX)	Specificity (D)	Seeking Clarification on Alternative Perspectives (D)

Table A6.27 Language Analysis PAC KE5 (2)

S	SR	S	SR	S	SR
Generalisations (M)	Loopholes /Generalisations (MX)	Specificity (D)	Specificity (D)	Specificity (D)	Generalisations (M)

Appendix 1.4: Intellectual Virtue Frequency Tables

Table A7.1 Virtue Results: Swiss Cottage Avenue

<ul style="list-style-type: none"> • Which of the Intellectual Virtues are most frequent? <p>Transparency (12)</p> <p>Scrutiny (4)</p> <p>Honesty (2)</p> <p>Tenacity (2)</p>
<ul style="list-style-type: none"> • Which of the Intellectual Virtues are least frequent? <p>Inquisitiveness (1)</p> <p>Sensitivity to detail (1)</p> <p>Intellectual perseverance (1)</p>
<ul style="list-style-type: none"> • Which are the most frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Medium Dialogical (7)</p> <p>Medium Monological(6)</p> <p>Weak Monological (5)</p>
<ul style="list-style-type: none"> • Which are the least frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Strong Dialogical (1)</p> <p>Weak Dialogical (1)</p> <p>Strong Monological (4)</p>
<ul style="list-style-type: none"> • Are there any unexpected results from each analysis? <p>A predominance of monological forms of speech overall. Transparency is the most dominant intellectual virtue.</p>

Table A7.2 Virtue Results: Thames Estuary Airport

<ul style="list-style-type: none"> • Which of the Intellectual Virtue are the most frequent? <p>Scrutiny (5)</p> <p>Open Mindedness (3)</p> <p>Transparency (3)</p>
<ul style="list-style-type: none"> • Which of the Intellectual Virtue are the least frequent? <p>Thoroughness (1)</p> <p>Perceptiveness (2)</p> <p>Honesty (2)</p> <p>Transparency (3)</p>
<ul style="list-style-type: none"> • Which are the most frequent Linguistic Categories tagged with Intellectual Virtue categories <p>Medium Dialogical (7)</p> <p>Medium Monological (4)</p> <p>Strong Dialogical (3)</p>
<ul style="list-style-type: none"> • Which are the least frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Strongly Monological (0)</p> <p>Weak Dialogical (1)</p> <p>Weak Monological (2)</p>
<ul style="list-style-type: none"> • Are there any unexpected results from each analysis? <p>A more balanced picture, in terms of speech types and a range of intellectual virtues emerges from this exchange, perhaps reflecting the less polarised positions in terms of the different perspectives of the speakers, and also the presence of some ambiguity as to the actual ‘topic’ under discussion. For example, was the discussion about the Estuary airport, about Heathrow airport expansion, and/or about airport expansion?</p>

Table A7.3 Virtue Results: Oxford Street

<ul style="list-style-type: none"> • Which of the Intellectual Virtues are the most frequent? <p>Transparency (11)</p> <p>Scrutiny (7)</p> <p>Sensitivity to detail (5)</p>
<ul style="list-style-type: none"> • Which of the Intellectual Virtues are the least frequent? <p>Perceptiveness (1)</p> <p>Honesty (3)</p>
<ul style="list-style-type: none"> • Which are the most frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Medium Dialogical (14)</p> <p>Medium Monological (6)</p> <p>Weak Monological (5)</p>
<ul style="list-style-type: none"> • Which are the least frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Weak dialogical (0)</p> <p>Strongly monological (0)</p> <p>Strongly dialogical (1)</p>
<ul style="list-style-type: none"> • Are there any unexpected results from each analysis? <p>The exchange was dominated by the intellectual virtues of Transparency and Scrutiny. It also demonstrates a higher occurrence of Medium Dialogical forms of speech, than in the previous London Assembly speech episodes.</p>

Table A7.4 Virtue Results: PAC KE1 (Rise in Share Price)

<ul style="list-style-type: none"> • Which of the Intellectual Virtues are the most frequent? <p>Sensitivity to Detail (30)</p> <p>Objectivity (25)</p> <p>Honesty (18)</p> <p>Transparency (18)</p> <p>Tenacity (19)</p> <p>Intellectual perseverance (17)</p> <p>Consistency (13)</p> <p>Scrutiny (13)</p> <p>Perceptiveness (12)</p>
<ul style="list-style-type: none"> • Which of the Intellectual Virtue are the least frequent? <p>Imaginativeness (1)</p> <p>Open Mindedness (1)</p> <p>Fair Mindedness (2)</p> <p>Careful Observation (2)</p> <p>Agility (3)</p> <p>Determination (4)</p> <p>Impartiality (5)</p> <p>Diligence (6)</p> <p>Thoroughness (7)</p> <p>Attentiveness (8)</p>
<ul style="list-style-type: none"> • Which are the most frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Medium Monological (77)</p> <p>Medium Dialogical (58)</p> <p>Weak Monological (37)</p>
<ul style="list-style-type: none"> • Which are the least frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Strong Monological (5)</p> <p>Strong Dialogical (10)</p> <p>Weak Dialogical (8)</p> <p>Neutral (10)</p>

Table A7.5 Virtue Results: PAC KE2 (Indicative Demand)

<ul style="list-style-type: none"> • Which of the Intellectual Virtues are the most frequent? <p>Scrutiny (9)</p> <p>Impartiality (9)</p> <p>Thoroughness (7)</p> <p>Perceptiveness (6)</p>
<ul style="list-style-type: none"> • Which of the Intellectual Virtues are the least frequent? <p>Inquisitiveness (1)</p> <p>Fair Mindedness (1)</p> <p>Transparency (2)</p> <p>Diligence (2)</p> <p>Attentiveness (2)</p> <p>Open Mindedness (3)</p> <p>Agility (3)</p>
<ul style="list-style-type: none"> • Which are the most frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Medium Dialogical (22)</p> <p>Medium Monological (20)</p> <p>Weak Monological (10)</p>
<ul style="list-style-type: none"> • Which are the least frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Strong Dialogical (3)</p> <p>Strong Monological (5)</p> <p>Weak Dialogical (5)</p> <p>Neutral (2)</p>
<ul style="list-style-type: none"> • Are there any unexpected results from each analysis? <p>A notable number of utterances were tagged with the intellectual virtues of Scrutiny and Impartiality.</p>

Table A7.6 Virtue Results: PAC KE3 (Preferred Investors Share Allocation)

<ul style="list-style-type: none"> • Which of the Intellectual Virtue are the most frequent? <p>Objectivity (20)</p> <p>Perceptiveness (10)</p> <p>Honesty (9)</p> <p>Sensitivity to Detail (7)</p> <p>Scrutiny (7)</p>
<ul style="list-style-type: none"> • Which of the Intellectual Virtue are the least frequent? <p>Attentiveness (1)</p> <p>Consistency (1)</p> <p>Intellectual Perseverance (1)</p> <p>Open mindedness (2)</p> <p>Tenacity (4)</p> <p>Thoroughness (40)</p> <p>Impartiality (5)</p>
<ul style="list-style-type: none"> • Which are the most frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Medium Monological (23)</p> <p>Medium Dialogical (23)</p> <p>Weak Monological (11)</p>
<ul style="list-style-type: none"> • Which are the least frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Strong Dialogical (6)</p> <p>Weak Dialogical (3)</p> <p>Strongly Monological (2)</p> <p>Neutral (2)</p>
<ul style="list-style-type: none"> • Are there any unexpected results from each analysis? <p>Objectivity and Perceptiveness were the most dominant Intellectual Virtues identified.</p>

Table A7.7 Virtue Results: PAC KE4 (Conflict of Interest)

<ul style="list-style-type: none"> • Which of the Intellectual Virtues are the most frequent? <p>Scrutiny (24)</p> <p>Objectivity (18)</p> <p>Honesty (15)</p> <p>Transparency (14)</p> <p>Tenacity (12)</p> <p>Sensitivity to detail (8)</p>
<ul style="list-style-type: none"> • Which of the Intellectual Virtues are the least frequent? <p>Inquisitiveness (1)</p> <p>Careful Observation (1)</p> <p>Agility (1)</p> <p>Attentiveness (4)</p> <p>Perceptiveness (4)</p> <p>Impartiality (4)</p> <p>Diligence (3)</p>
<ul style="list-style-type: none"> • Which are the most frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Medium Monological (38)</p> <p>Medium Dialogical (25)</p> <p>Weak Monological (20)</p>
<ul style="list-style-type: none"> • Which are the least frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Strong Monological (4)</p> <p>Strong Dialogical (5)</p> <p>Weak Dialogical (7)</p> <p>Neutral (4)</p>
<ul style="list-style-type: none"> • Are there any unexpected results from each analysis? <p>Scrutiny and Objectivity were the most dominant Intellectual Virtues identified along these exchanges.</p>

Table A7.8 Virtue Statistics: PAC KE5 (Role of the FCA)

<ul style="list-style-type: none"> • Which of the Intellectual Virtue categories are the most frequent? <p>Transparency (22)</p> <p>Scrutiny (12)</p> <p>Honesty (8)</p> <p>Perceptiveness (6)</p> <p>Consistency (6)</p>
<ul style="list-style-type: none"> • Which of the Intellectual Virtue categories are the least populated? <p>Objectivity (3)</p> <p>Impartiality (3)</p>
<ul style="list-style-type: none"> • Which are the most frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Medium Monological (25)</p> <p>Medium Dialogical (10)</p> <p>Strongly Monological (8)</p>
<ul style="list-style-type: none"> • Which are the least frequent Linguistic Categories tagged with Intellectual Virtue categories? <p>Strong Dialogical (1)</p> <p>Weak Monological (5)</p> <p>Neutral (6)</p>
<ul style="list-style-type: none"> • Are there any unexpected results from each analysis? <p>The high level of Medium Monological within this exchange seems to reflect the somewhat defensive nature of the responses to questions around the role of the FSA, which seemed to produce a ‘blocking’ effect in terms of knowledge exchange at particular points in the exchange. Transparency was again a key intellectual virtue.</p>

Appendix 1.5: Samples of Intellectual Virtue Analysis

	Estuary Airport Studies	Yes						
Speake	Utterances	Critical Path	Initial Motivation	Sufficient and proper focusing	Consistency in Evaluation	Intellectual 'wholeness' or integrity	Mental flexibility	Endurance
DJ	What is your response to the Airport Commission's Inner Thames estuary airport studies?	Yes					Open-mindedness	
OS	Given the findings of the Davies Commission's Thames Estuary environmental impacts study, will the Mayor reconsider his advocacy for his island airport	Yes		Scrutiny				
BJ	The three reports that we had from the Commission were extremely encouraging and what Sir Howard [Davies, Chair, Airports Commission] is doing is, firstly, recognising the huge economic benefits for Britain as a whole of having a new Heathrow in a much better site. The studies also show that there are no big showstoppers to achieving this. It is very important to bear in mind, when you see the huge sums that are bandied around about infrastructure costs and so on, that in almost all cases these are investments that we are going to have to make as a city and a country in that part of London anyway if we are going to exploit the potential of the Thames Gateway area for regeneration. That is broadly my response to the Commission's findings so far.	Yes			Open-mindedness			
DJ	Given how devastating these reports are in terms of the credibility of the Thames Estuary airport ...	Yes		Scrutiny				
BJ	They are not, though	Yes						
BJ	As you know, the primary objective is to get the country the long ...term solution it needs. One of the most extraordinary facts about our current position is that there are already three ...quarters of a million Londoners who suffer excess noise pollution, as defined by the EU, around Heathrow. A third of all the victims of plane noise pollution in the whole of Europe are around that airport.	Yes				Transparency		
BJ	This is actually a fight that is supported by virtually every single Member of this Assembly with possibly only one exception, who is also an honourable exception because he wants to expand Heathrow. He is wrong. I might be misrepresenting my friend John Biggs there, but I believe that virtually everybody else is in favour of saying no to a third runway at Heathrow	Yes				Transparency		
BJ	That is the position that this Assembly has successfully supported. Virtually all of us have campaigned on that	Yes				Transparency		
BJ	I want to stress that we take very seriously what Sir Howard [Davies, Chair, Airports Commission] has had to say about every aspect of the estuary proposal, in particular the environmental impacts	Yes				Honesty		
BJ	... so I direct my remarks now to Onkar, who is a doctor and will have seen some of the medical reports about the greater risk of heart disease and stress and the lower educational attainment that is associated with a high degree of noise pollution of the kind there is in west London. Bear in mind that any expansion of Heathrow will inevitably involve more aircraft passing over the centre of London with hundreds of thousands more flights in a way that is, I believe, wrong for this city	Yes				Honesty		

Oxford Street Exchanges		Score	Critical Path?	Intellectual Virtues					
Speaker	Utterances			Initial Motivation	Sufficient and proper focusing	Consistency in Evaluation	Intellectual 'wholeness' or integrity	Mental flexibility	Endurance
	Given its high pedestrian vehicle collision rate and dangerous levels of air pollution, is it not time to pedestrianise Oxford Street	-1	Yes		Scrutiny				
BJ	There has been a 20% reduction in buses along Oxford Street, which is something the council in particular was keen to see	3	Yes		Sensitivity to detail				
SK	The reality, though, is that Oxford Street continues to have one of the highest ... if not the highest ... collision rates for pedestrians of any road in London...	0	Yes				Transparency		
SK	It is also the case that Oxford Street has consistently the highest level of measurement for nitrogen dioxide (NO2) of any road monitoring station not just in the UK but anywhere in the world	3	Yes				Transparency		
SK	Should your response not be, Mr Mayor, to take firm action to make Oxford Street, which is London's prime shopping district, a safe and clean environment for Londoners?	-1	Yes		Scrutiny				
BJ	Yes.	3	Yes				Honesty		
BJ	First of all, in the big picture, yes, Oxford Street ... and I cycle down it a lot ... is still polluted. No one is going to contest that.	3	Yes				Honesty		
SK	Mr Mayor, with respect, it is not nonsense that London has the highest level of NO2 pollution	3	Yes				Transparency		
BJ	It is complete nonsense. No, average NOx monitored across busy roads in ...	-1	Yes						
SK	I did not say "NOx", did I, Mr Mayor? I said "nitrogen dioxide". Do you understand the difference?	3	Yes		Sensitivity to detail				